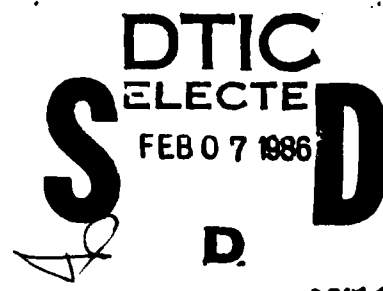


Research Report 1407

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U. S. Army Advertising from the Recruits' Viewpoint

Timothy W. Elig, Mary M. Weltin, Allyn Hertzbach,
Richard M. Johnson, and Paul A. Gade



Personnel Utilization Technical Area
Manpower and Personnel Research Laboratory



U. S. Army
Research Institute for the Behavioral and Social Sciences

September 1985

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depend just on these commercial services to tell them how to reach military-service qualified youth. Recruits were surveyed upon accessioning at all Army Reception Stations. Data from the 1982 and 1983 ARI New Recruit Surveys were examined using log-linear modeling techniques. Media habits were found to differ in significant ways by recruit demographic characteristics (e.g., age, region of country, sex, and ethnic group) as well as recruit quality indicators (i.e., Armed Forces Qualification Test Scores and education). Targeting of Army advertising was shown to be successful in cases like the direct mail campaign to high school students--high school graduates recall the advertising to a much greater extent than do nongraduates over and above any differences in recall related to AFQT. Findings have been utilized in advertising program reviews and program development. For example, these analyses have played an important role in reviewing and in some cases changing media purchases for Army advertising.

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**Office, Deputy Chief of Staff for Personnel
*Department of the Army***

September 1985

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Manpower, Personnel, and Training

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FOREWORD

This report documents survey efforts undertaken by ARI in support of the Office of the Deputy Chief of Staff for Personnel and the U.S. Army Recruiting Command. Several specific requests were included in the general research requirement given ARI for the collection of information useful to policy makers in the management of the success of current recruiting efforts. Among these were requests for information to be used in the analysis of advertising policy.

ARI's efforts in this area began with the 1982 DA Survey of Personnel Entering the Army. Results of this survey of interest to advertising policy makers were reported in two papers, Recognition of Army Advertising Themes By Regular Army Recruits in 1982 (PUTA Working Paper 83-4) and Recognition of Army Advertising Themes By Army Reserve Recruits in 1982 (PUTA Working Paper 83-6). The current report continues ARI's efforts in support of Army recruit advertising.



EDGAR M. JOHNSON
Technical Director

U. S. ARMY ADVERTISING FROM THE RECRUITS' VIEWPOINT

EXECUTIVE SUMMARY

Requirement:

To improve the efficiency and productivity of U.S. Army advertising and marketing. In particular there is a need to examine the media habits of Army recruits and profile the media that are most likely to draw an audience from which the Army needs to recruit in order to sustain a high quality force.

Procedure:

Recruits were surveyed upon accessioning at all Army Reception Stations. Data from the 1982 and 1983 ARI New Recruit Surveys were examined using log-linear modeling techniques. This paper focuses on the recruits' self-reported media habits, recall of Army advertising by media, and reported response to Army advertising.

Findings:

Media habits were found to differ in significant ways by recruit demographic characteristics (e.g., age, region of country, sex, and ethnic group) as well as recruit quality indicators (i.e., Armed Forces Qualification Test Scores and education). Targeting of Army advertising was shown to be successful in cases like the direct mail campaign to high school students--high school graduates recall the advertising to a much greater extent than do non-graduates over and above any differences in recall related to AFQT.

Utilization of Findings:

Findings have been utilized in advertising program reviews and program development. For example, these analyses have played an important role in reviewing and in some cases changing media purchases for Army advertising. While there are many commercial vendors for information on the media habits of young Americans, they are all geared to reporting results only in terms of who is likely to buy a product among those who can afford to buy. The military services cannot depend just on these commercial services to tell them how to reach military-service qualified youth. Among the most useful of the results have been analyses of differing advertising requirements across the different geographic regions.

U. S. ARMY ADVERTISING FROM THE RECRUITS' VIEWPOINT

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INTRODUCTION

Background

The 1982 DA Survey of Personnel Entering the Army was developed to answer questions concerning the demographics and enlistment motivations of new Army recruits. This effort has been continued in the 1983 ARI Survey of Recruits. Military personnel planners require such information on a regular basis to monitor current recruiting strategies and to forecast future enlistment and reenlistment resource needs. While there is an apparent need for such information on a regular and timely basis, we know of no other effort to collect general information on enlistment decision making since the DoD Survey of Personnel Entering the Military was last administered in 1979. (See Boesel & Richards (1982) for a review of major surveys on enlistment motivation since the end of the draft).

Military recruiting in 1980's is dramatically changed from military recruiting in the late 70's. While Army recruiting in FY79 suffered one of the poorest years in both quantity and quality* since the end of the draft, the high quality of FY82 and FY83 Army recruits with no loss in quantity is unprecedented. Army personnel policy planners need to know who these recruits are and why they decided to enlist. This knowledge should facilitate efforts to capitalize on the current surge in high quality applicants. Four specific requests were included in the general research requirement given ARI in 1982 for the collection of information useful to policy makers in the management of the success of current recruiting efforts:

- o Determine who is enlisting in the Army and why.
- o Who are the Category I-IIIa's, where do they come from?
- o Conduct attitude survey to determine why recent recruits joined and their propensity to remain in the service.
- o What recruiting practices/advertising are proving the most successful and why?

The 1982 DA Survey of Personnel Entering the Army was designed in response to this research requirement. Three surveys were administered in this effort and are collectively referred to as the 1982 DA Survey of Personnel Entering the Army or as the 1982 DA Survey. The Original Form of the 1982 DA Survey was general in nature and was administered to new service members in all Army components. Form 2 was specifically tailored for active duty service members, while Form 4 was directed to members of the Army Reserves and the Army National Guard. Technical aspects of the 1982 DA Survey effort are documented in a User's Manual and Codebook (Elig, 1983) which

* We use here the generally accepted definition of 'quality' in military service applicants (i.e., high scores on the AFQT and having completed high school and received a diploma).

summarizes the survey design, sampling procedures, provides general technical information about the questionnaires, and describes the data base in detail.

A prior paper, Recognition of Army Advertising Themes By Regular Army Recruits in 1982 (Elig, Johnson, and Gade, 1983) reports on advertising media recall and commercial recognition data collected in Form 2 of the 1982 DA Survey. A companion paper, Recognition of Army Advertising Themes By Army Reserve Recruits in 1982 (Hertzbach, Elig, Johnson, and Gade, 1983) reports on advertising media recall data collected in Form 4 of the 1982 DA Survey. (It should be noted that items directly related to advertising were not included in the Original Form of the 82 Survey). Although based on limited data collections (the weeks of 12-16 July and 2-6 August 1982), these data proved to be useful to the advertising policy makers in the Office of the Deputy Chief of Staff for Personnel and in the US Army Recruiting Command. These offices supported the continuation of the survey effort by way of the 1983 ARI Survey of Army Recruits.

Survey Development and Content

The structure of the 1982 DA Survey was partially based on the 1979 DoD Survey of Personnel Entering Military Service (Doering, Grissmer, & Morse, 1980a, 1980b). Questions were selected from the 1979 DoD Survey, and as appropriate modified, to fit the purposes of the 1982 DA Survey. In taking this approach two major advantages were gained. First of all, by using previously tested items we avoided the necessity of a long developmental effort to insure items appropriate for the subject population. The other major advantage of this approach was that it insured the availability of a cross-sectional comparison group in the Regular Army recruits surveyed in 1979.

The 82 Original Form questionnaire was quickly developed and implemented in order to provide as much information as possible in as short a time as possible. Refinements were made in the questionnaire after meeting immediate Army personnel policy planners needs with the Original Form. Differences between the Original and Revised (Forms 2 and 4) questionnaires resulted from a decision to broaden the information base and refine items based on experience with the Original Form. Of particular note for this report is the inclusion of questions on advertising in the Revised Forms (2 and 4).

A Research Advisory Panel was formed in the second quarter of FY83 to review the 1982 efforts and guide the 1983 survey efforts. At the invitation of ARI the Office of the Deputy Chief of Staff for Personnel (ODCSPER) and the US Army Recruiting Command (USAREC) appointed representatives to this Panel. This Panel recommended continuing the survey with many items from the 1982 effort while expanding the item base to include more demographic information on recruits. Thus, the 1983 ARI Survey has continued the evolution from the 1979 DoD survey in terms of the sophistication and depth of demographic information collected on recruits.

Based on the success of the 82 survey effort there were a very large number of requests for information to be collected in the 83 survey. To accommodate as many of these requests as we could, we developed three forms of the 83 survey. A total of 218 questions were asked in at least 2 of the 3

FIGURE 1. SURVEY CONTENT PLAN FOR 1983 ARI SURVEY OF ACTIVE ARMY RECRUITS

FORM				

	A	B	C	
	N	(2927)	(2864)	(2814)
ITEMS	-----			
CORE	X	X	X	
ADVERTISING	X	X		
DEMOGRAPHICS & REASONS FOR ENLISTMENT & CONTACTING RECRUITER	X			X
EDUCATION/EMPLOYMENT/ INFLUENCERS		X	X	

forms. If only one form had been used, only 160 questions would have been possible. Our multiple form design (see Figure 1) allows all items to be correlated with all other items.

All forms of the 82 and 83 Surveys were designed to collect information about enlistment motivation and personal background. All forms were similarly structured and loosely followed the organization of the 1979 DoD Survey. Each item in the 1983 ARI Survey of Recruits is listed in Appendix A. Tabulated results for all items are presented by Elig et al., 1984a, 1984b, 1984c, and 1984d. The variable list in Appendix A is intended to answer questions about what other information collected from recruits can be correlated to the items analyzed in this report. Appendix A also crossreferences 1983 items to items which were also contained in the 1982 survey. This crossreferencing is included as a guide to the range of information collected in the 82 and 83 surveys. As can be seen in this table, the amount of information collected in 83 tripled from what was collected in 82.

Survey Procedures and Sample

Administration and Sampling

The 1983 ARI Survey of Recruits was administered to recruits in group settings during initial entry processing in US Army Reception Stations. Surveys were administered during the weeks of 16-20 May, 6-10 June, 20-24 June, 11-15 July, and 1-5 August. Forms A, B, and C were administered to Regular Army recruits; Form D was administered to Army Reserve and Army National Guard recruits.

The population to be sampled with the 1983 ARI Survey of Recruits was 1983 non prior service (NPS) accessions in the Regular Army and the Army Reserve. Army National Guard recruits were not of primary interest since important recruit selection variables such as qualifying test scores are unavailable in the MEPS Reporting system for over 90% of Guard recruits. To reduce administrative burden on the Reception Stations, the survey was given to all personnel processing through the Stations for initial entry training. This directive for blanket administration was also intended to reduce the possibility of unwitting sample biasing by survey administrators untrained in sampling theory and design. However, as in 1982, there is a possibility for sample biasing at the Ft. Jackson Reception Station. This station requested and received permission to sample recruit companies rather than survey everyone being processed at the station. This exception was granted because the large number of recruits processed by the Ft. Jackson Station during the summer requires extremely tight scheduling of recruit and station personnel time. Station personnel were instructed to survey by recruit processing company and to favor Regular Army or Army Reserve recruit processing companies in the selection process.

Sample and Representativeness

A total of 8,605 Regular Army Non Prior Service recruits completed useable surveys. Matching MEPS Reporting System (MEPRS) records have been found for 96.9% of the sample. Thus, we have a very large potential data base even for analyses using MEPRS derived variables ($n = 8,341$).

As discussed above, three forms of the 83 survey were developed for Regular Army recruits. A set of 38 core items are included in all RA forms ($n = 8,605$). Sixty advertising items are asked in Forms A and B (n for these forms is 5,791). Sixty items of extensive demographics and reasons for contacting a recruiter and reasons for enlistment are in Forms A and C (n for these forms is 5,741). Sixty items on education and employment history are in Forms B and C (n for these forms is 5,678).

The sample sizes and our success in matching cases with MEPRS records are positive signs that the 1983 ARI Survey effort has succeeded in capturing useful data about attitudes and motives that influence enlistment decision making. However, there are several aspects of the survey procedures that must be considered when interpreting the results. The usefulness of this data base lies much more in representing segments of the market rather than in a representation of all FY83 Army enlistments.

Seasonal Variation. The survey sampling covers only the second half of FY83. The impact of regular seasonal variation or other shifts in motivational patterns during the course of the year would seem to preclude a straightforward generalization of survey results to all of 1983. The possibility of seasonal bias is attenuated somewhat for Regular Army samples by the fact that we are dealing with accession rather than contract data. Regular Army recruits who are included in our survey signed enlistment contracts at various times of the year under the Delayed Entry Program (DEP). As can be seen in the cumulative percents in Table 1, over half of the sample contracted for enlistment by February and thus at least four months prior to accessioning.

Table 1
CONTRACT DATE OF RA RECRUITS

DATE	N	PERCENT	CUMULATIVE PERCENT
FY82			
JUN	343	4.163	4.260
JUL	365	4.430	8.689
AUG	440	5.340	14.029
SEP	348	4.223	18.252
FY83			
OCT	397	4.818	23.070
NOV	546	6.626	29.697
DEC	529	6.420	36.117
JAN	526	6.383	42.500
FEB	822	9.976	52.476
MAR	1703	20.667	73.143
APR	1069	12.973	86.117
MAY	492	5.971	92.087
JUN	299	3.629	95.716
JUL	329	3.993	99.709
AUG	24	0.291	100.000

Sample Population. The DEP has made enlistment decision making a complex process of multiple decision points. For people who enlist in the DEP, enlistment decision making involves at least a decision to sign a contract and a decision to fulfill the contract and access. Our respondents were asked to report recognition of Army advertising by media and by content as well as recognition of Army enlistment options, programs, and incentives. The recognition rates reported in this paper are rates that apply at accession rather than contracting. Our population is not in fact a population of people signing contracts, but rather a population of recruits who have been exposed to Army advertising for as long as one year since contracting.

Thus the results of our samples of accessions from the second half of FY83 are best interpreted as indicative of the relative strength of motivations for enlistment through advertising influence in FY83 rather than as definitive of actual percentages of FY83 accessions motivated through advertising. A major strength of this survey is in measuring the motives of specific market segments. The timing of this survey is particularly good for the comparison of the motives of recruits recently graduated from high school with the motives of other recruits. This comparison is of particular importance for the Army Recruiting Command's efforts to penetrate the high school market.

Survey Demographics. Figure 2 compares the 1982 and 1983 NPS RA survey respondents on several demographic variables thought to influence answers to the survey questions: AFQT, Region, Ethnic Group, Education, Term of Enlistment, Gender, and Age at which they signed a contract to enter the military. There are significant differences in the two samples. More AFQT category I-III A came into the service and participated in the ARI survey this year compared to last year. Fewer people from the southeast and more from the southwest, midwest, and western parts of the country participated in the survey in 1983. More of the survey respondents were Whites and relatively fewer minorities were surveyed this year compared to 1982. More non-high-school graduates were sampled; more 3-year enlistments, more 17-year-olds, and more women are in the 1983 sample compared to 1982's.

Comparison of 82 and 83 Items

Because of changes in the way survey items were asked, it is not possible to directly compare many items in the 83 survey with similar items in the 1982 survey. In the 1982 survey recruits were asked only if they remembered Army advertising (Tables 1 & 2, Appendix B), while in 1983 they are first asked either if they remembered Joint Service advertising (in form C, 83 ARI Survey) or if they remembered Joint Service, Air Force, Navy, and Marine Corps advertising (in Forms A and B, 83 ARI Survey). In 82, the recruits may have been responding to military advertising, not exclusively Army; in 1983, the survey made it plain that Army advertising is distinct from other services' advertising. Another major change makes it impossible to directly compare 82 and 83 results. Because of this change it is not possible even to interpret 82-83 changes as the result of making Army advertising distinct from other military advertising. In 1982 recruits were asked to mark "remember" or "not remember" separately for each advertising media (Table 2, Appendix B); a recruit uncertain about a media would probably just skip that media item. In 1983 recruits were asked to mark all media they remembered in a single question (Table 2); a recruit uncertain about a media is counted as not remembering it as long as he marks even one media as remembered or marks that he does not remember any advertising. A final cautionary note on 82-83 comparisons must be made. Advertising questions were included only in the July and August surveys in 82; in 83 advertising questions were included in May, June, July, and August surveys.

While any comparison of levels of responding in 82 and 83 are invalid, comparisons of effects can be made if cautiously interpreted. That is, any comparison of the 82 percents with the 83 percents is meaningless whether the percents are for TOTAL recall or for recall by a subgroup. However, with caution we may compare effects, e.g., if males recall something better in 83, did they recall it better in 82 as well. Relationships can be compared but not amounts. This caution should be kept in mind when comparing effects discussed in the next chapter on results of the 1983 survey with the 82 effects shown in tabular form in Appendix B.

SURVEY DEMOGRAPHICS (NPS RA RECRUITS)

N (1982) = 6318

N (1983) = 8605

AFQT	REGION		ETHNIC GROUP	
	82	83	82	83
I & II	31.0	36.0	WHITE	65.9
IIIA	18.9	27.8	(NOT HISPANIC)	73.8
IIIB	26.6	30.4	BLACK	26.4
IV	23.5	5.8	(NOT HISPANIC)	19.6
	100%	100%	HISPANIC	4.7
			OTHER	3.0
				100%
				100%

EDUCATION	TERM OF ENLISTMENT		AGE AT CONTRACTING	
	82	83	82	83
HSDG	91.9	83.9	17	33.1
NHSG	8.1	16.1	18	25.4
	100%	100%	19	13.0
			20	8.8
			21-23	12.4
			24 OR MORE	7.3
				100%
				100%

GENDER	82	83
	91.1	90.4
MALE	8.9	9.6
FEMALE	100%	100%

SOURCE: MEPS REPORTING SYSTEM DATA FOR NPS RA RECRUITS IN 1982 AND 1983
ARI SURVEYS OF NEW RECRUITS

FIGURE 2

While the discussion above focuses on media recall questions, the same caution must be used in comparing 82-83 questions on specific commercials. For the commercial recognition items, possible responses changed from a simple "remember", or "not remember" to "not remember", or "remembered but disliked", or "remembered but didn't impress", or "remembered and important in enlistment decision."

While the discussion above focuses on media recall questions, the same caution must be used in comparing 82-83 questions on specific commercials. For the commercial recognition items, possible responses changed from a simple "remember", or "not remember" to "not remember", or "remembered but disliked", or "remembered but didn't impress", or "remembered and important in enlistment decision."

MEDIA RECALL AND ADVERTISING RESPONSE

In this section we examine the proportions of Regular Army recruits in the survey who reported remembering Army advertising and responding to it. Table 2 shows the exact wording of these items as they appeared in the 1983 ARI Survey. Also listed are the variable names and labels from the data base (see Hertbach & Elig, in preparation). Remembering Army advertising is reported by various media while response methods are also reported separately. Media recognition and response type is looked at first as a function of individual recruit characteristics (e.g., AFQT, education, and gender). It is then examined in relationship to characteristics of the enlistment contract (e.g., Initial Training MOS, Army College Fund, and contract date). Each percent reported in the media recall tables is to be interpreted as the percent of recruits in the column heading who reported remembering Army advertising in the media listed in the row heading; each percent can be subtracted from 100% to give the percent who reported no memory of Army advertising in that medium. Percents in the response tables represent the proportion of recruits in the column heading who report they responded to Army advertising/promotional material in the way listed in the row heading; these

TABLE 2
MEDIA RECALL AND ADVERTISING RESPONSE QUESTIONS
1983 ARI SURVEY

SURVEY QUESTION	NUMBER	LABEL
Do you remember seeing, hearing, or receiving any Army advertising or promotional material: (Mark all that apply)		
On television	T114	TELEVISION
In magazines	T114	MAGAZINE
On the radio	T114	RADIO
In a newspaper (help-wanted section)	T114	NEWSPAPER (Want-ads)
In newspaper (other parts)	T114	NEWSPAPER (OTHER)
In the mail	T114	MAIL
In an Army recruiting station	T114	RECRUITING STATION
At school	T114	AT SCHOOL
From a friend	T114	FRIEND
None of the Above	T114	NONE OF THE ABOVE
Did you ever respond to any of these advertisements?		
(Mark all that apply)		
by sending in a card	T115	SEND CARD
by calling a toll free number	T115	CALL TOLL FREE
by contacting an Army recruiter	T115	CONTACT RECRUITER
None of the Above	T115	NONE OF THE ABOVE

percents can be subtracted from 100% to give the percent of recruits who reported they did not take that action. The number of recruits responding to each individual question is shown below the heading of each table.

AFQT

In Table 3A, it can be seen from the TOTAL column that 77% of the Regular Army recruits in the sample report remembering Army advertising on Television while only 16% remember Army advertising in Newspapers. Thus from the TOTAL column we can derive a rank ordering of overall media recall as defined by self-reported memory of Army advertising by media. However, overall recall may be misleading in the sense that there are significant differences in recall reported by recruits in different AFQT categories. In the first row we can see a general trend of better recall as a function of AFQT category. As we would expect higher AFQT category people have better memories. This trend is statistically significant for seven of the eight MEDIA/PROVIDERS OF PROMOTIONAL MATERIAL. Only Friends as a provider of promotional material is unrelated to AFQT category. Since no relationship between AFQT category and Friends as providers of promotional material was found in either 82 or 83, we can confidently say that sharing of Army promotional material among friends is not predictable by AFQT category.

As previously discussed, changes in the questions preclude direct comparison of 82 and 83 results. However, while tables for 1982 are not reproduced here since it would be faulty to draw comparisons on the basis of the raw percents, certain comparisons can be made for rank orders and trends. (Readers interested in further information are directed to Elig et al. (1983) for the 1982 data tables.) The rank ordering of media on overall (TOTAL) recall is remarkably similar for 82 and 83. The only major change in rank order is that memory of promotional material at Army recruiting stations dropped from second place in 82 to fourth place in 83. Increasing AFQT is associated with better recall in 82 as well as in 83. In fact the unexpected finding in 82 that lower AFQT scores were associated with better recall of advertising/promotional materials at school and received in the mail has been reversed in 83. This may be due to better targeting of material through these media.

In Table 3B, it can be seen that the most likely action of recruits in response to advertising is to contact a recruiter. Forty-eight percent of the recruits sampled reported contacting a recruiter. Thirty-one percent reported sending in a card. Lower AFQT recruits are more likely to call a toll-free number or contact a recruiter than are higher AFQT applicants. It is possible that lower AFQT people are more motivated to search out information on the Army because of greater need for a job and or job training. Further analysis of the data should help to clarify who calls or sends a card in terms of other demographic (e.g., education) and enlistment motivation (e.g., reasons for enlistment) variables.

AFQT as a Moderator Variable

Because of the pervasive impact of AFQT on memory and because AFQT is correlated with many other demographic variables it would be possible to

TABLE 3A

PERCENT RECALL OF ARMY ADVERTISING/PROMOTIONAL MATERIAL BY AFQT

MEDIA	N	AFQT				TOTAL (8263)
		4A4B (474)	3B (2500)	3A (2306)	1&2 (2983)	
* TELEVISION		62.2	69.4	77.2	84.8	76.7
* MAGAZINE		43.7	53.0	61.2	72.6	61.8
* RADIO		38.6	49.8	57.9	67.5	57.8
* NEWSPAPER(WANT-ADS)		12.7	12.4	15.3	20.6	16.2
* NEWSPAPER(OTHER)		9.5	11.3	13.9	16.0	13.6
* MAIL		38.0	47.0	48.4	52.8	49.0
* RECRUITING STATION		40.9	44.9	51.7	54.2	49.9
* AT SCHOOL		28.9	40.6	43.5	44.4	42.1
* FRIEND		24.3	29.0	30.8	28.9	29.2
* NONE OF THE ABOVE		8.2	7.4	5.6	4.9	6.0

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI SURVEY, item T114.

* $p < .01$

TABLE 3B

PROPORTION RESPONSE TO ADVERTISING BY AFQT

RESPONSE TYPE	AFQT				TOTAL
	4A4B	3B	3A	1&2	
* SEND CARD	20.1	33.1	31.6	31.3	31.3
* CALL TOLL FREE	8.7	7.9	7.3	5.4	6.9
* CONTACT RECRUITER	56.1	50.0	48.3	44.2	47.8
* NONE OF THE ABOVE	29.3	29.4	34.0	38.8	34.1

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI SURVEY, item T115.

* $p < .01$

falsely interpret certain findings. Say that a demographic variable like education is related to remembering TV advertising. It is possible that they are related only because people with a higher AFQT are more likely to graduate from high school and to remember. This is not to say that high school graduates are not more likely to remember TV advertising; it would only suggest that the difference between graduates and non-graduates is due to AFQT differences and we need not look further for an explanation. If, however, the relationship of high school graduation and TV advertising memory is not explainable just by AFQT then we are free to look for other explanations. Other possible explanations include the possibilities that Army TV advertising is more likely to appeal to high school graduates and/or be on TV programs high school graduates (or soon to be graduates) watch.

In order to detect the possibility that AFQT is an underlying cause of certain relationships, multivariate models were developed using log-linear modeling techniques. Log-linear models are linear combinations of effects (similar to ANOVA models) which represent the logarithm of the expected cell frequencies. Log-linear models are discussed by Bishop et al. (1975), Fienberg (1977) and Plackett (1974). Results of log-linear analysis are reported as appropriate for analyses of demographic variables related to AFQT.

Education

With the exception of newspaper advertising, high-school graduates (including 153 respondents having education beyond the high-school diploma) remember all forms of media advertising better than non-graduates do. They are also more likely to send in a card as a result of advertising. It should be noted that only the differences on remembering mail advertising and in responding to advertising by sending a card were significantly different in the 1982 results.

Log-linear analysis indicates that the significant differences in Tables 4A and 4B are over and above what is explainable by AFQT differences between high school graduates and non-graduates. Thus better recall of each media and higher response by sending card, while related to AFQT, are also related to high school graduation status over and above AFQT differences. This indicates a successful targeting of advertising to high school graduates. Note that the biggest difference in media recall between HSDG's and NHSG's is in recall of Mailed advertising, the media most directly and easily targeted to high school students.

TABLE 4A
PERCENT RECALL OF ARMY ADVERTISING/PROMOTIONAL MATERIAL
BY EDUCATIONAL CERTIFICATION

MEDIA	N	EDUCATION		
		HSDG (6940)	NHSG (1323)	TOTAL (8263)
* TELEVISION		77.9	70.5	76.7
* MAGAZINE		63.6	52.2	61.8
* RADIO		59.3	50.3	57.8
NEWSPAPER(WANT-ADS)		15.9	17.8	16.2
NEWSPAPER(OTHER)		13.9	12.1	13.6
* MAIL		51.8	34.2	49.0
* RECRUITING STATION		51.3	42.9	49.9
* AT SCHOOL		44.3	30.5	42.1
* FROM FRIEND		30.1	24.4	29.2
* NONE OF THE ABOVE		5.5	9.0	6.0

Note: Respondents are NPS RA recruits surveyed by the 1983
ARI SURVEY, item T114. HSDG includes post-secondary.

* $p < .01$

TABLE 4B
PROPORTION RESPONSE TO ADVERTISING
BY EDUCATIONAL CERTIFICATION

RESPONSE TYPE	EDUCATION		
	HSDG	NHSG	TOTAL
* SEND CARD	33.1	21.6	31.3
CALL TOLL FREE	7.1	5.9	6.9
CONTACT RECRUITER	47.6	48.4	47.8
* NONE OF THE ABOVE	33.4	37.8	34.1

Note: Respondents are NPS RA recruits surveyed by the 1983
ARI SURVEY, item T115. HSDG includes post-secondary.

* $p < .01$

Recency of Graduation from High School

Recency of high school graduation is examined in relation to Media Recall and Response Type in Tables 5A and 5B. The Recency variable contrasts 1983 HSDG's with 1982 or earlier HSDG's, including those with postsecondary education. Thus, this variable contrasts the high school senior market with the high school grad market. Recent high school graduates in our sample are significantly more likely to recall promotional material in magazines, radio, mail, recruiting stations, at school or from friends, than are other recruits. Recent HSDG's are also more likely to respond to advertising by Sending a Card. Earlier grads are more likely than 83 HSDG's to report Army advertising in Newspaper want-ads or to report no recall of advertising; they are also less likely to report having taken some action as a result of advertising. The effects of Recency is significant after removing the affect of AFQT for all recall and response items except for recall of promotional material at Army Recruiting Stations. Thus the slight apparent difference in recall of promotional material at Stations is probably the result of AFQT differences, while the larger Senior/Grad differences are probably the result of market targeting of advertising media.

1982 findings are similar for Magazines, Mailings, At School, From Friend, and for Sending a Card, thus increasing our confidence in the stability of the findings for these media.

TABLE 5A
PERCENT RECALL OF ARMY ADVERTISING/PROMOTIONAL MATERIAL
BY YEAR OF HIGH SCHOOL GRADUATION

MEDIA	GRADUATION		
	N	1983 (3813)	EARLIER (2569) TOTAL (6382)
TELEVISION		78.4	77.7 78.1
* MAGAZINE		66.9	59.7 64.0
* RADIO		61.6	57.1 59.8
* NEWSPAPER(WANT-ADS)		13.2	20.2 16.0
NEWSPAPER(OTHER)		14.1	13.2 13.8
* MAIL		59.7	40.6 52.0
* RECRUITING STATION		52.5	50.5 51.7
* AT SCHOOL		53.9	30.9 44.7
* FRIEND		32.5	26.9 30.2
* NONE OF THE ABOVE		4.5	6.9 5.5

Note: Respondents are NPS RA recruits surveyed by the 1983
ARI SURVEY, item T114.

* $p < .01$

TABLE 5B
PERCENT RESPONSE TO ARMY ADVERTISING
BY YEAR OF HIGH SCHOOL GRADUATION

RESPONSE TYPES	GRADUATION		
	N	1983 (3741)	EARLIER (2517) TOTAL (6258)
* SEND CARD		43.7	18.4 33.6
CALL TOLL FREE		7.7	6.0 7.0
CONTACT RECRUITER		46.7	48.7 47.5
* NONE OF THE ABOVE		28.9	40.2 33.5

Note: Respondents are NPS RA recruits surveyed by the 1983
ARI SURVEY, item T115.

* $p < .01$

Last School Attendance

The same pattern of results is repeated in Tables 6A and 6B which report differences in Media Recall and Response by Last Fulltime School Attendance. Further investigation should clarify whether these effects are typical only of high school graduates or of all recent school attendees whether high school, college, or trade school, and whether graduate or nongraduate.

TABLE 6A

PERCENT RECALL OF ARMY ADVERTISING/PROMOTIONAL MATERIAL
BY LAST FULLTIME SCHOOL ATTENDANCE

<u>LAST FULLTIME SCHOOL ATTENDANCE</u>					
MEDIA	N	LAST 3 MOS (3938)	4-12 MOS (769)	MORE THAN 12 MOS (2557)	TOTAL (7264)
TELEVISION		78.0	74.6	77.3	77.4
* MAGAZINE		66.5	58.4	58.4	62.8
* RADIO		60.8	57.9	56.2	58.9
* NEWSPAPER(WANT-ADS)		13.5	15.7	20.7	16.3
NEWSPAPER(OTHER)		14.2	13.8	12.4	13.5
* MAIL		59.1	46.9	36.3	49.8
RECRUITING STATION		52.4	48.9	49.2	50.9
* AT SCHOOL		53.3	44.0	26.4	42.8
* FRIEND		32.2	29.3	25.2	29.4
* NONE OF THE ABOVE		4.7	5.5	7.6	5.8

Note: Respondents are NPS RA recruits surveyed by the 1983
ARI SURVEY, item T114.

* $p < .01$

TABLE 6B

PERCENT RESPONSE TO ARMY ADVERTISING
BY LAST FULLTIME SCHOOL ATTENDANCE

<u>LAST FULLTIME SCHOOL ATTENDANCE</u>					
RESPONSE TYPE	N	LAST 3 MOS (3857)	4-12 MOS (754)	MORE THAN 12 MOS (2504)	TOTAL (7115)
<hr/>					
* SEND CARD		43.2	24.7	16.8	31.9
CALL TOLL FREE		7.5	5.2	6.4	6.9
CONTACT RECRUITER		46.9	48.4	48.4	47.6
* NONE OF THE ABOVE		28.8	37.9	41.1	34.1

Note: Respondents are NPS RA recruits surveyed by the 1983
ARI SURVEY, item T115.

* $p < .01$

Age at Contracting

Tables 7A and 7B present the recall of media and response methods by age of recruits at contracting. It is not surprising that recall of advertising in Newspapers increases with age while recall of Magazine and Mail advertising and promotional material at Recruiting Stations, at School, and from Friends all decrease with age. Current Army advertising policy targets advertising in youth oriented media. Likewise, responding by Sending Card decreases with age while response by Contacting Recruiters increases. Mail-in cards are likely to be targeted at younger age groups who are also less likely to take a direct approach of making contact with a recruiter. Each effect was also significant in 82 except for the recall of radio advertising. However, while radio recall was not significant in 1982, it did show the same trend in reported recall including the unusual dip in recall reported by 19 year olds.

TABLE 7A

PROPORTION RECALL OF ADVERTISING/PROMOTIONAL MATERIAL
BY AGE AT CONTRACTING

MEDIA	N	AGE AT CONTRACTING						TOTAL
		17 (3254)	18 (1828)	19 (1016)	20 (606)	21-23 (896)	24+ (563)	
TELEVISION		78.3	74.9	74.7	76.2	76.3	78.3	76.7
* MAGAZINE		67.0	61.5	55.7	58.4	57.5	54.4	61.8
* RADIO		61.1	57.7	51.6	57.6	55.6	52.9	57.7
* NEWSPAPER(WANT-ADS)		13.4	14.6	15.5	19.3	21.0	26.8	16.1
NEWSPAPER(OTHER)		14.1	14.5	11.5	11.2	14.1	13.5	13.6
* MAIL		58.9	54.4	46.6	38.9	32.7	16.7	49.1
* RECRUITING STATION		52.2	48.7	47.6	50.5	49.7	45.3	50.0
* AT SCHOOL		54.3	47.0	35.2	27.6	24.0	13.1	42.1
* FRIEND		31.9	32.1	27.8	26.7	23.1	19.2	29.2
* NONE OF THE ABOVE		4.8	4.8	6.5	5.6	9.3	10.5	6.0

Note: Respondents are NPS RA recruits surveyed by the 1983
ARI SURVEY, item T114.

* $p < .01$

TABLE 7B

PROPORTION RESPONSE TO ADVERTISING
BY AGE AT CONTRACTING

RESPONSE TYPE	AGE AT CONTRACTING						TOTAL
	17	18	19	20	21-23	24+	
* SEND CARD	44.4	33.6	22.6	14.6	14.8	10.0	31.4
CALL TOLL FREE	7.2	8.0	5.3	4.9	6.6	7.3	6.9
CONTACT RECRUITER	46.9	47.4	47.2	47.6	50.1	50.6	47.7
* NONE OF THE ABOVE	27.5	33.9	38.2	43.2	41.1	44.0	34.1

Note: Respondents are NPS RA recruits surveyed by the 1983
ARI SURVEY, item T115.

* $p < .01$

Gender

Effects of gender on Media Recall and Response are reported in Tables 8A and 8B. These effects need to be judged in relation to AFQT effects since overall, female recruits have higher AFQT scores than male recruits, at least in part because of differences in enlistment standards. Gender differences are in the same direction as differences expected on the basis of AFQT, the one reversal being that males report higher recall for Mail advertising. This is certainly consistent with the marketing strategy of targeting mailings to males. For the other media, gender differences are still significant in the log-linear models after the effects of AFQT are removed. Thus advertising targeting or gender differences in media habits or attentiveness to advertising are needed as explanatory variables over and above AFQT to explain differences in recall by gender. At this time it cannot be ruled out that advertising is more important to females enlisting than it is to males. That is, cultural and/or parental expectations may be more important to males enlisting, with advertising serving to reinforce interest in the military and particularly in the Army. However, for females who have few cultural or parental incentives for enlistment, advertising may be more memorable because it does not just reinforce the interest, it sparks the initial interest. Care must be taken in interpreting gender differences, particularly since in 1982 the only media to show a significant gender effect was Mail.

TABLE 8A
PERCENT RECALL OF ARMY ADVERTISING/PROMOTIONAL MATERIAL
BY GENDER

MEDIA	N	GENDER		TOTAL (8263)
		MALE (7464)	FEMALE (799)	
* TELEVISION		75.9	84.6	76.7
* MAGAZINE		60.7	72.1	61.8
* RADIO		56.6	69.2	57.8
* NEWSPAPER(WANT-ADS)		15.5	22.8	16.2
NEWSPAPER(OTHER)		13.4	15.5	13.6
* MAIL		49.7	42.6	49.0
* RECRUITING STATION		48.6	62.6	49.9
* AT SCHOOL		41.2	50.9	42.1
* FRIEND		28.7	33.5	29.2
NONE OF THE ABOVE		6.1	5.1	6.0

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI SURVEY, item T114.

* $p < .01$

TABLE 8B
PERCENT RESPONSE TO ARMY ADVERTISING
BY GENDER

RESPONSE TYPE	GENDER		TOTAL
	MALE	FEMALE	
SEND CARD	31.3	31.2	31.3
CALL TOLL FREE	6.9	6.8	6.9
CONTACT RECRUITER	47.4	51.0	47.8
NONE OF THE ABOVE	34.0	34.7	34.1

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI SURVEY, item T115.

* $p < .01$

Ethnic Group

Advertising Media Recall and Response by different Ethnic groups is presented in Tables 9A and 9B. Differences in recall of Television and Magazine advertising, as well as receiving promotional material at Recruiting Stations are related to AFQT. Ethnic group differences in these variables disappear after removing the effects of AFQT. Ethnic groups do differ significantly in recall of Radio advertising (p of no difference $< .05$) and Mail advertising (p of no difference $< .01$) after removing AFQT. Self-reports of Sending Cards, Calling Toll Free Number, contacting Recruiter, and None of these responses also differ by ethnic group (with probabilities of no differences less than .001, .05, .05, and .0001, respectively, after removing AFQT effects).

It needs to be reiterated that when an effect (for instance of ethnic group and recall of television advertising) is removed with the removal of AFQT, it means that although a real association of ethnic group and recall exists, the association may be accounted for just by AFQT differences.

Differences in Radio recall and responses by Toll Free Calls and Contacting Recruiter are marginal after AFQT effects are removed in 83 ($p < .05$) and in 1982 these differences were either nonsignificant at all or nonsignificant after AFQT effects were removed. Television and magazine recall in both 82 and 83 were significant before but not after controlling for AFQT. Mail recall and Response by Card were both significant beyond AFQT in both 82 and 83. However, the direction of the significant difference changed between 82 and 83. In 82, Blacks had the highest recall of Mailed advertising while the highest recall in 83 was by Whites. Since recall of mailed advertising by Hispanics was lowest (of the three groups) in each year, language difficulties or perhaps parental interception of mail are possible causes to be explored further. No explanation suggests itself for the drop in Response by Card for Hispanics who were almost as likely to report this action as Blacks were in 82, to the low rate to this action reported by Hispanics in 83.

TABLE 9A

PERCENT RECALL OF ARMY ADVERTISING/PROMOTIONAL MATERIAL
BY ETHNIC GROUP

MEDIA	N	ETHNIC GROUP			TOTAL (8263)
		WHITE (6103)	BLACK (1615)	HISPANIC (299)	
* TELEVISION		78.4	71.5	70.2	76.7
* MAGAZINE		64.0	55.4	52.5	61.8
* RADIO		60.2	51.9	47.5	57.8
NEWSPAPER(WANT-ADS)		16.9	14.4	13.0	16.2
NEWSPAPER(OTHER)		14.1	12.3	11.7	13.6
* MAIL		50.9	45.4	41.1	49.0
* RECRUITING STATION		51.1	46.4	43.8	49.9
AT SCHOOL		42.8	40.7	38.1	41.1
FRIEND		28.3	31.4	32.4	31.7
NONE OF THE ABOVE		6.0	5.9	6.7	6.0

Note: Respondents are NPS RA recruits surveyed by the 1983
ARI SURVEY, item T114.

* $p < .01$

TABLE 9B

PERCENT RESPONSE TO ARMY ADVERTISING
BY ETHNIC GROUP

RESPONSE TYPE	ETHNIC GROUP			TOTAL
	WHITE	BLACK	HISPANIC	
* SEND CARD	31.0	34.1	24.2	31.3
* CALL TOLL FREE	6.3	9.0	7.8	6.9
* CONTACT RECRUITER	46.4	51.8	51.9	47.8
* NONE OF THE ABOVE	36.2	27.1	32.1	34.1

Note: Respondents are NPS RA recruits surveyed by the 1983
ARI SURVEY, item T115.

* $p < .01$

Term of Enlistment

The associations of Term of Enlistment with Recall of Newspaper Want-ads and Mailed advertising (Table 10A) and with Response by Card (Table 10B) are each significant after AFQT effects are removed. At this time there is no adequate explanation for these differences. Possible demographic links need to be explored (e.g., longer enlistment terms may be more likely to be chosen by applicants who have been out of work and thus more likely to have looked at want-ads) as does the content of advertising by media (e.g., featuring the 2-year option in mailed advertising would boost the number of recruits who remember Mailed advertising and who enlist for 2 years).

TABLE 10A

PERCENT RECALL BY I-III A POST/HSDG RECRUITS OF ARMY
ADVERTISING/PROMOTIONAL MATERIAL BY ENLISTMENT TERM

MEDIA	N	TERM			TOTAL (4368)
		2 (634)	3 (1721)	4 (2013)	
TELEVISION		82.8	84.0	82.3	83.0
MAGAZINE		71.5	71.6	68.4	70.1
RADIO		65.6	66.2	64.4	65.3
* NEWSPAPER(WANT-ADS)		15.6	20.0	17.3	18.1
NEWSPAPER(OTHER)		15.6	15.6	15.3	15.5
* MAIL		59.3	52.2	55.3	54.7
RECRUITING STATION		55.0	55.9	54.0	54.0
AT SCHOOL		48.3	46.4	47.4	47.2
FRIEND		27.1	31.0	32.0	30.9
NONE OF THE ABOVE		4.4	4.4	4.7	4.5

Note: Respondents are NPS RA recruits surveyed by the 1983
ARI SURVEY, item T114.

* $p < .01$

TABLE 10B

PERCENT RESPONSE BY I-III A POST/HSDG RECRUITS TO ARMY ADVERTISING
BY ENLISTMENT TERM

RESPONSE TYPE	2	3	4	TOTAL
* SEND CARD	40.2	32.5	32.9	33.8
CALL TOLL FREE	7.3	6.2	6.1	6.3
CONTACT RECRUITER	44.7	45.9	46.4	45.9
NONE OF THE ABOVE	31.9	36.5	36.3	35.8

Note: Respondents are NPS RA recruits surveyed by the 1983
ARI SURVEY, item T115.

* $p < .01$

Initial Training MOS

Tables 11A and 11B present Media Recall and Response rates of male recruits in Combat (CMF's 11, 12, 13, and 19) and NonCombat (all other) MOSs. None of the differences are significant. Significant differences found for TV advertising and Mailed promotional material in the 82 survey (Appendix B) may be aberrations or the effects may have disappeared because of changes in MOS selection or advertising/promotional practices.

TABLE 11A

PERCENT RECALL BY MALE RECRUITS OF ARMY ADVERTISING/PROMOTIONAL MATERIAL
BY COMBAT/NONCOMBAT MOS

MEDIA	N	TRAINING MOS		
		NONCOMBAT (5095)	COMBAT (2355)	TOTAL (7450)
TELEVISION		75.8	76.1	75.9
MAGAZINE		60.6	61.0	60.8
RADIO		56.7	56.4	56.6
NEWSPAPER(WANT-ADS)		15.9	14.5	15.4
NEWSPAPER(OTHER)		13.2	13.7	13.4
MAIL		49.3	50.2	49.6
RECRUITING STATION		48.8	48.0	48.6
AT SCHOOL		40.9	41.9	41.2
FRIEND		29.0	28.2	28.7
NONE OF THE ABOVE		6.5	5.4	6.1

Note: Respondents are NPS RA MALE recruits surveyed by the 1983
ARI SURVEY, item T114. Combat CMFs are 11, 12, 13, and 19.

* $p < .01$

TABLE 11B

PERCENT RESPONSE BY MALE RECRUITS TO ARMY ADVERTISING
BY COMBAT/NONCOMBAT MOS

RESPONSE TYPE	TRAINING MOS		
	NONCOMBAT	COMBAT	TOTAL
SEND CARD	30.5	33.2	31.3
CALL TOLL FREE	6.7	7.2	6.9
CONTACT RECRUITER	48.9	48.4	47.4
NONE OF THE ABOVE	34.9	32.2	34.0

Note: Respondents are NPS RA MALE recruits surveyed by the 1983
ARI SURVEY, item T115. Combat CMFs are 11, 12, 13, and 19.

* $p < .01$

Enlistment Incentives

Two specific enlistment incentives are considered here, the Army College Fund (ACF) and Cash Enlistment Bonuses. All respondents in these tables are candidates for the ACF and/or a cash bonus since they meet minimum requirements on education (high school diploma graduate), AFQT (I-III A), and service status (no prior service). To get ACF eligibility or a cash bonus they need only contract for an incentive MOS for the required term of enlistment and for which they are eligible; MOS eligibility depends on gender, aptitude area scores, and in some cases other special qualifiers. ACF eligibility indicates that if the recruit contributes to the Veterans Education Assistance Program (VEAP) before the end of the term of enlistment and if the recruit then enrolls in a Veterans Administration approved program, the government will then credit the then veteran with ACF bonus money to be paid out with the regular VEAP payments.

Tables 12A and 12B show that there are no differences between ACF Eligibles and Non-Eligibles in media recall or advertising response.

In Tables 13A and 13B, Bonus Takers and Nontakers are compared. The only significant difference found was that Nontakers were more likely to remember promotional material at a recruiting station. This difference remains after AFQT is removed (p of no difference $< .01$) though the difference is largest among IIIA's and smallest among I's. This difference cannot be explained except by speculation that promotional materials in use in recruiting stations may sell one or more MOS's that are not given bonuses. This result was not found in the 1982 survey.

Tables 14A and 14B present a 4-way grouping of I-III A recruits who took a Cash Bonus, Army College Fund, Both, and Neither. The only difference in these tables (recall of Magazine advertising) is related to AFQT differences. This is in striking contrast to 82 results in which the bonus only group reported significantly less advertising recall than did the other groups. Since 1982 was the first year of ACF national implementation, it is not surprising that the 82 results showed that applicants less likely to remember advertising. The 1983 results indicate that in the second year of ACF implementation, being in a bonus only MOS, ACF only MOS, both bonus and ACF MOS, or neither bonus nor ACF MOS is unrelated to advertising recall.

The current data of course cannot be used to say anything about market penetration; these data are not appropriate for judging how many more enlistments could be generated by more advertising of these incentives. An applicant initially interested by advertising of a bonus or ACF may in fact not enlist for either of these since he or she may discover other interests or reasons for enlistment while talking to the recruiter. And as speculated above, promotional material in the recruiting station may open other vistas to the applicant.

TABLE 12A

PERCENT RECALL BY I-IIIA POST/HSDG RECRUITS OF ARMY
ADVERTISING/PROMOTIONAL MATERIAL BY ARMY COLLEGE FUND

MEDIA	ACF		TOTAL
	NONELIGIBLE	ELIGIBLE	
TELEVISION	82.1	83.5	83.0
MAGAZINE	68.1	71.0	70.0
RADIO	65.0	65.4	65.3
NEWSPAPER(WANT-ADS)	18.1	18.1	18.1
NEWSPAPER(OTHER)	13.3	16.5	15.5
MAIL	52.8	55.6	54.6
RECRUITING STATION	56.9	53.9	54.9
AT SCHOOL	46.0	47.7	47.1
FRIEND	29.9	31.3	30.9
NONE OF THE ABOVE	4.9	4.3	4.5

Note: Respondents are NPS I-IIIA HSDG RA recruits surveyed by the
1983 ARI SURVEY, item T114.

* $p < .01$

TABLE 12B

PERCENT RESPONSE BY I-IIIA POST/HSDG RECRUITS TO ARMY ADVERTISING
BY ARMY COLLEGE FUND

RESPONSE TYPE	ACF		TOTAL
	NONELIGIBLE	ELIGIBLE	
SEND CARD	33.5	34.0	33.9
CALL TOLL FREE	6.5	6.2	6.3
CONTACT RECRUITER	46.1	45.8	45.9
NONE OF THE ABOVE	35.5	35.9	35.8

Note: Respondents are NPS I-IIIA HSDG RA recruits surveyed by the
1983 ARI SURVEY, item T115.

* $p < .01$

TABLE 13A

PERCENT RECALL BY I-IIIA POST/HSDG RECRUITS OF ARMY
ADVERTISING/PROMOTIONAL MATERIAL BY CASH ENLISTMENT BONUS

MEDIA	N	BONUS		
		NONTAKER (3053)	TAKER (1317)	TOTAL (4370)
TELEVISION		83.3	82.4	83.0
MAGAZINE		70.9	68.0	70.0
RADIO		65.8	64.2	65.3
NEWSPAPER(WANT-ADS)		18.5	17.3	18.1
NEWSPAPER(OTHER)		15.2	16.2	15.5
MAIL		54.6	54.8	54.6
* RECRUITING STATION		56.3	51.6	54.9
AT SCHOOL		47.8	45.7	47.1
FRIEND		30.7	31.2	30.9
NONE OF THE ABOVE		4.6	4.3	4.5

Note: Respondents are NPS I-IIIA HSDG RA recruits surveyed by the
1983 ARI SURVEY, item T114.

* $p < .01$

TABLE 13B

PERCENT RESPONSE BY I-IIIA POST/HSDG RECRUITS TO ARMY ADVERTISING
BY CASH ENLISTMENT BONUS

RESPONSE TYPE		BONUS		
		NONTAKER	TAKER	TOTAL
SEND CARD		34.6	32.1	33.9
CALL TOLL FREE		6.6	5.7	6.3
CONTACT RECRUITER		45.6	46.6	45.9
NONE OF THE ABOVE		35.6	36.3	35.8

Note: Respondents are NPS I-IIIA HSDG RA recruits surveyed by the
1983 ARI SURVEY, item T115.

* $p < .01$

TABLE 14A

PERCENT RECALL BY I-III A POST/HSDG RECRUITS OF ARMY
ADVERTISING/PROMOTIONAL MATERIAL BY TYPE OF INCENTIVE

RESPONSE TYPE	TYPE OF INCENTIVE					
	N	BONUS (111)	BOTH (1206)	ACF (1748)	NEITHER (1305)	TOTAL (4370)
TELEVISION		81.1	82.5	84.2	82.1	83.0
* MAGAZINE		64.9	68.2	72.8	68.4	70.0
RADIO		64.9	66.7	64.0	66.4	65.3
NEWSPAPER(WANT-ADS)		19.8	17.1	18.9	17.9	18.1
NEWSPAPER(OTHER)		18.0	16.0	16.8	13.0	15.6
MAIL		58.6	54.5	56.3	52.3	54.6
RECRUITING STATION		51.4	51.7	55.4	57.4	54.9
AT SCHOOL		45.0	45.8	49.0	46.1	47.1
FRIEND		30.6	31.3	31.4	29.9	30.9
NONE OF THE ABOVE		4.5	4.3	4.3	5.0	4.5

Note: Respondents are NPS I-III A HSDG RA recruits surveyed by the
1983 ARI SURVEY, item T114.

* $p < .01$

TABLE 14B

PERCENT RESPONSE BY I-III A POST/HSDG RECRUITS TO ARMY ADVERTISING
BY TYPE OF INCENTIVE

RESPONSE TYPE	TYPE OF INCENTIVE				
	BONUS	BOTH	ACF	NEITHER	TOTAL
SEND CARD	29.9	32.3	35.2	33.8	33.9
CALL TOLL FREE	6.5	5.7	6.6	6.5	6.3
CONTACT RECRUITER	50.5	46.3	45.5	45.8	45.8
NONE OF THE ABOVE	30.8	36.7	35.3	35.9	35.8

Note: Respondents are NPS I-III A HSDG RA recruits surveyed by the
1983 ARI SURVEY, item T115.

* $p < .01$

GEOGRAPHIC REGIONS / ARMY RECRUITING BRIGADES

Tables 15A and 15B present Media Recall and Response Method reported by recruits from the geographic regions covered by the five US Army Recruiting Brigades. Significant differences by Region appear for all media except TV and radio. Differences also appear in self-reports of response by Sending Card and by Contacting Recruiter. Recall of Magazine advertising is the only effect that is explainable by AFQT differences in recruits from the five Regions; each of the other effects is significant ($p < .01$) after removing the effect of AFQT. These effects await further clarification of the role of other demographics which may be associated with Region and media recall and/or response. These analyses cannot be performed without taking into account advertising expenditures which differ from Brigade to Brigade. Nor can they be performed without taking into account such subtle factors as the difficulty of obtaining high school student lists in California, which certainly contributes to low mail advertising recall in the Western Region.

TABLE 15A
PERCENT RECALL OF ARMY ADVERTISING/PROMOTIONAL MATERIAL
BY REGION

REGIONAL RECRUITING COMMAND							
MEDIA	N	NE (1663)	SE (1736)	SW (1351)	MW (2258)	WEST (1248)	TOTAL (8256)
TELEVISION		75.7	76.3	76.5	77.4	77.6	76.7
* MAGAZINE		61.5	60.5	58.5	63.9	63.7	61.8
RADIO		57.8	56.7	54.7	60.4	58.0	57.8
* NEWSPAPER(WANT-AD)		16.3	12.9	12.1	19.1	19.6	16.2
* NEWSPAPER(OTHER)		13.3	11.8	11.6	16.0	14.1	13.6
* MAIL		45.7	48.0	50.8	54.5	42.4	48.9
* RECRUITING STATION		50.2	49.5	45.0	52.2	51.3	49.9
* AT SCHOOL		41.4	45.5	38.8	43.8	38.8	42.1
* FRIEND		29.6	31.7	25.4	30.4	27.2	29.2
* NONE OF THE ABOVE		7.0	4.6	6.0	5.6	7.5	6.0

Note: Respondents are NPS RA recruits surveyed by the 1983
ARI SURVEY, item T114.

* $p < .01$

TABLE 15B
PERCENT RESPONSE TO ARMY ADVERTISING
BY REGION

RESPONSE TYPE	REGIONAL RECRUITING COMMAND					
	NE	SE	SW	MW	WEST	TOTAL
* SEND CARD	30.5	34.5	29.9	34.1	24.0	31.3
CALL TOLL FREE	6.0	7.4	7.7	7.1	5.9	6.9
* CONTACT RECRUITER	46.2	52.6	45.5	46.8	47.3	47.8
* NONE OF THE ABOVE	35.3	28.2	36.3	33.8	39.1	34.1

Note: Respondents are NPS RA recruits surveyed by the 1983
ARI SURVEY, item T115.

* $p < .01$

Contract Date

Tables 16A and 16B present media recall and response type by fiscal year quarters FY82-Q4 thru FY83-Q3. As was found in the 82 results, the general trend is for decreasing awareness for later quarters. We must caution that this is very likely to be an effect of people seeking information to support a decision they have already made. Basic research in psychology suggests that recruits would seek to reduce ambiguity or cognitive dissonance after the decision to sign a contract by seeking out advertising and paying attention to commercials which support the decisions already made in signing the contract. The alternative explanation that advertising was having decreasing impact could only be supported by research measuring people at the same point in time in the enlistment process (e.g., each person surveyed at the point of contracting on a regular basis for some period of time).

Recall of Newspaper Want-ads reverses the trend and is recalled at a higher rate by individuals contracting in the latter two quarters. This same trend was found for Newspaper advertising in 1982. This effect could be either seasonal or related to differences between direct ships and long DEP periods. Without data collected in other seasons of the year we cannot rule out the hypothesis that Want-ads have their biggest impact in late spring and early summer as high school seniors search the want-ads for a post-graduation job. However, until such seasonal data are collected, the less complex hypothesis of DEP effects suggests itself. It is intuitively reasonable that direct shipping or short DEP periods (time between contracting and shipping) would be chosen by applicants who are motivated by unemployment and thus the most likely to be reading the want-ads.

Contracting quarter is also related to advertising response by Sending Card or Contacting Recruiter. It is highly likely that this divergence is related in part to the fact that FY83-Q3 contracted recruits in our sample are either direct ships or spent limited time in DEP. They are likely to be significantly different from recruits who have spent 3 to 12 months in the DEP. Further analyses are planned on this topic. Seasonality effects cannot be supported nor ruled out until analyses of data from other accession quarters can be accomplished.

TABLE 16A

PROPORTION RECALL OF ADVERTISING/PROMOTIONAL MATERIAL
BY CONTRACT DATE

MEDIA	N	FY82	FY83			TOTAL (7815)
		4TH Q (1146)	1ST Q (1461)	2ND Q (3023)	3RD Q (2185)	
* TELEVISION		79.0	78.9	77.3	73.4	76.7
* MAGAZINE		69.5	68.0	61.1	54.1	61.7
* RADIO		64.4	62.8	57.5	51.7	57.9
NEWSPAPER(WANT-ADS)		14.9	14.0	17.2	17.2	16.3
NEWSPAPER(OTHER)		15.6	13.6	13.8	12.1	13.6
* MAIL		61.1	58.7	47.1	37.1	48.5
* RECRUITING STATION		54.5	53.0	49.4	46.0	49.9
* AT SCHOOL		53.3	55.4	39.1	30.3	41.7
* FRIEND		31.8	33.8	28.8	25.4	29.2
* NONE OF THE ABOVE		5.2	4.2	5.7	8.0	6.0

Note: Respondents are NPS RA recruits surveyed by the 1983
ARI SURVEY, item T114.

* $p < .01$

TABLE 16B

PROPORTION RESPONSE TO ADVERTISING
BY CONTRACT DATE

RESPONSE TYPE	FY82	FY83			TOTAL
	4TH Q	1ST Q	2ND Q	3RD Q	
* SEND CARD	49.1	38.6	26.9	20.6	30.6
CALL TOLL FREE	8.1	6.1	6.1	7.4	6.7
* CONTACT RECRUITER	44.5	44.7	48.4	49.2	47.5
* NONE OF THE ABOVE	27.0	32.8	36.3	37.9	34.7

Note: Respondents are NPS RA recruits surveyed by the 1983
ARI SURVEY, item T115.

* $p < .01$

SELF-REPORTED TV AND RADIO HABITS

In this section we examine self-reported TV and radio habits of Regular Army recruits. Tables 17 and 18 show the exact wording of the radio and TV items, respectively, as they appeared in the 1983 ARI Survey (note that items like these were not asked in 82). Also listed are the variable names and labels from the data base. To identify which programs appeal to selected market segments, we examine these self-reported media habits as a function of individual recruit characteristics (e.g., AFQT, education, and gender).

TABLE 17
SELF-REPORT ITEMS FOR RADIO LISTENING IN THE
1983 ARI SURVEY

SURVEY QUESTION	NUMBER	LABEL
What type of radio do you listen to? (Mark all that apply)		
I don't regularly listen to radio	T140A	DON'T LISTEN TO RADIO
FM at home	T140B	FM AT HOME
FM/Stereo at home	T140C	FM/STEREO AT HOME
AM at home	T140D	AM AT HOME
FM in the car	T140E	FM IN THE CAR
FM/Stereo in the car	T140F	FM/STEREO IN THE CAR
AM in the car	T140G	AM IN THE CAR
All news	T140H	ALL NEWS
Sports programming	T140I	SPORTS PROGRAMMING
Talk radio	T140J	TALK RADIO
What type of music do you listen to on the radio? (Mark all that apply)		
I don't regularly listen to music on the radio	T141A	DON'T LISTEN TO MUSIC
Country	T141B	COUNTRY
Easy listening	T141C	EASY LISTENING
Soul (or "Urban-Contemporary")	T141D	SOUL
Pop	T141E	POP
Album rock	T141F	ALBUM ROCK
New wave/Rockabilly/Punk	T141G	NEW WAVE/ROCK./PUNK
Hard rock	T141H	HARD ROCK
Oldies (50's or 60's)	T141I	OLDIES (50'S OR 60'S)
Other	T141J	OTHER

TABLE 18
SELF-REPORT ITEMS FOR TV WATCHING IN THE
1983 ARI SURVEY

SURVEY QUESTION	NUMBER	LABEL
Do you regularly watch these TV programs? (Mark all that apply)		
I do not regularly watch TV	T137A	NOT THESE/NO REGULAR TV
Solid Gold	T137B	SOLID GOLD
Soul Train	T137C	SOUL TRAIN
American Bandstand	T137D	AMERICAN BANDSTAND
Dance Fever	T137E	DANCE FEVER
Movies on network TV	T137F	MOVIES ON NETWORK TV
Late night programs like Saturday Night Live	T137G	LIKE SAT. NIGHT LIVE
Cable TV programming	T137H	CABLE TV PROGRAMS
Nightly network news	T137I	NIGHTLY NETWORK NEWS
Local news	T137J	LOCAL NEWS
Do you regularly watch these TV sports programs? (Mark all that apply)		
I do not regularly watch TV sports programs	T138A	NO REGULAR TV SPORTS
Pro bowling	T138B	PRO BOWLING
NFL football--regular season games	T138C	NFL SEASON GAMES
Major league baseball--regular season games	T138D	BASEBALL SEASON GAMES
NFL playoffs and Super Bowl	T138E	PLAYOFFS/SUPER BOWL
College football	T138F	COLLEGE FOOTBALL
Baseball playoffs and World Series	T138G	PLAYOFFS/WORLD SERIES
NBA basketball	T138H	NBA BASKETBALL
College basketball	T138I	COLLEGE BASKETBALL
NHL hockey	T138J	NHL HOCKEY
Do you regularly watch these TV sports programs? (Mark all that apply)		
I do not regularly watch TV sports programs	T139A	NO REGULAR TV SPORTS
Wide World of Sports (ABC)	T139B	WIDE WORLD OF SPORTS
Sports World (NBC)	T139C	SPORTS WORLD
Sports Sunday (CBS)	T139D	SPORTS SUNDAY
Sports Saturday (CBS)	T139E	SPORTS SATURDAY
Monday Night Football (ABC)	T139F	MONDAY NIGHT FOOTBALL
WTBS (Turner Broadcasting System)	T139G	WTBS (TURNER SYSTEM)
ESPN (24 hour cable sports)	T139H	ESPN (CABLE SPORTS)
USA Network Sports	T139I	USA NETWORK SPORTS

Self-reported media habits are also examined in relationship to characteristics of the enlistment contract (e.g., Initial Training MOS, Army College Fund, and contract date). Two tables are presented for each recruit or contract characteristic, one table for TV habits and one for radio habits. Tables in Appendix D report the same data organized to show the audience by recruit characteristics.

Each percent reported in the media habits tables can be interpreted as the percent of recruits in the column heading who reported regularly watching or listening to the program (or type of programming) listed in the row heading; each percent can be subtracted from 100% to give the percent who may be considered as not regularly watching or listening to that program (or type of programming). We are counting anyone who does not mark a particular program but does mark one or more other responses in that question as not considering themselves to be regular watchers or listeners of that particular program. It must be kept in mind that these are self-reports and furthermore that recruits supplied their own definition of "regularly". The survey gave no definition of "regularly".

It is even possible that recruits would set a different standard for "regularly" for different questions. For example, a recruit might find the one, two, or three most regularly watched (or listened to) programs in each question and mark those without carrying over the definition to other questions. Therefore care must be taken in comparing programs or programming types from one item to the next item. This may also have happened because of item wording. Since item T137 did not contain sports nor public TV programming nor certain other programming types, certain recruits may have been forced to either mark "I do not regularly watch TV" or mark a program that they would not otherwise indicate as regularly watched. For instance, this question is difficult to answer if the only programming you regularly watch on TV is sports. At this time we do not know how likely it is that this item is effected by this problem, either in inflating the "no TV" responses or one or more programming responses. We do not feel that the other TV and Radio items are likely to suffer from this problem. If a recruit regularly watches any TV sports there should be at least one program or programming to mark in each of the other TV items. Exceptions for item T138 would be someone who only watches PGA golf or only tennis, etc. Exceptions for item T139 would be someone who doesn't recognize the network or program name or cable outlet. For the radio items, problems are very unlikely. For item T140 a possible exception would be someone who only listens to the radio outside a car or home, only at school or work perhaps. There are no exceptions for item T141 since a response of "Other" was included.

Care must also be taken in how we interpret recruits' reading of other aspects of the questions. While directed to "Mark all that apply", recruits did not always seem to mark all that apply. For instance, while "FM at home" logically includes "FM/Stereo at home" it is marked much less frequently than the specific (FM Stereo) category is marked; many recruits appear to interpret "FM at home" to mean "FM--but not Stereo--at home". It is also possible that while the question asks about radio, that the particular response "FM/Stereo at home" was reinterpreted by some to mean "FM radio or Stereo records or Stereo tapes". Recruits may also not apply the same labels to radio programming that a professional would apply.

A final cautionary note about these items involves their position in the survey forms. As can be seen in Appendix A, the TV and radio items appear in the last quarter of one survey (items 124-128 of the 160 items in Form C) and are the last items in another form (items 154-158 in Form A). It is quite possible that with a survey of this length that completion of the survey is related to personality characteristics such as diligence or resistance to frustration. It is also possible that some degree of carelessness may result from the survey length. These problems should not be overstated, however. As the results to be presented indicate, the recruits responses match known effects (e.g., ethnic differences in music preference) to such an extent that we are confident of the reliability of the other effects detected. What we do want to caution about is the exactness of the percents reported. As with any measurement there is some error and the "true" proportion of the population listening to a program is measured more or less accurately. Because of fatigue, items at the end of a long survey are probably not as accurate as the items at the beginning.

Overall Results

In Table 19, it can be seen from the TOTAL column that 69% of the Regular Army recruits in the sample report regularly listening to FM/Stereo at home while 45% listen to FM/Stereo in the car. Only 12% listen to AM regularly, while FM is listened to by 28% at home and by 18% in the car. Non-music radio is infrequently (5% or less) reported while only 4% say they do not listen regularly to some type of music on the radio. Album rock and hard rock (each 36%) are the most popular of the types of music asked about. Easy listening, new wave/rockabilly/punk, and oldies are the least popular of those asked about. Thus from the TOTAL column we can derive rank orderings of several aspects of the radio listening patterns of the NPS RA recruits in the 83 survey.

In Table 20, it can be seen from the TOTAL column that 31% of the Regular Army recruits in the sample report that they do not regularly watch TV or at least that they do not regularly watch the programs or programming types asked about. Solid Gold is the most popular of the music and dance programs. Among programming types in T137, network movies and cable TV programs are equally popular at 34%-35%. Neither are as popular as the sports programs listed in the next two items. However, remember that comparisons across items between programming types may not be accurate. It may not be accurate to compare music programming to other programming types like network movies since TV music programming is represented in the survey by several specific programs while network movies are presented as a general category.

Comparisons may be more reliably made among TV sports. Football outdraws baseball and basketball, which in turn outdraw bowling and hockey. For football and basketball, the professionals outdraw college games. The popularity of football is also seen in item T139 where Monday Night Football is tied with the most reported general sports program, Wide World of Sports. NFL season games are more regularly watched than the playoffs and superbowl; this does not necessarily translate to each season game being watched more than each playoff and Super Bowl game. For this comparison and all others it must be remembered that "regularly" is defined by each recruit for each response.

TABLE 19
RADIO SELF-REPORTS BY ETHNIC GROUP

PROGRAMS		ETHNIC GROUP				TOTAL
		WHITE	BLACK	HISPANIC	OTHER	
ITEM T140	n=	3967	1034	193	150	5344
DON'T LISTEN TO RADIO		5.7	6.7	7.8	8.0	6.0
* FM AT HOME		25.2	38.2	26.9	32.0	28.0
* FM/STEREO AT HOME		69.8	65.9	64.2	62.0	68.6
* AM AT HOME		8.5	24.6	12.4	18.0	12.1
* FM IN THE CAR		16.9	25.4	17.6	14.0	18.5
* FM/STEREO IN THE CAR		48.3	36.1	30.1	32.7	44.9
* AM IN THE CAR		11.2	17.0	39.8	12.7	12.3
* ALL NEWS		3.1	5.2	2.6	4.0	3.5
* SPORTS PROGRAMMING		4.8	7.4	2.1	1.3	5.1
* TALK RADIO		3.0	5.4	2.6	1.3	3.4
ITEM T141	n=	3958	1027	195	152	5332
DON'T LISTEN TO MUSIC		3.9	3.5	4.6	7.9	4.0
* COUNTRY		30.8	8.5	21.0	19.1	25.8
EASY LISTENING		20.8	20.5	18.5	30.3	21.0
* SOUL		9.8	75.9	29.7	28.3	23.7
POP		28.8	31.5	22.6	30.9	29.1
* ALBUM ROCK		41.3	17.2	23.1	28.9	35.6
NEW WAVE/ROCK./PUNK		19.9	22.6	20.5	21.7	20.5
* HARD ROCK		44.4	10.3	27.2	25.0	36.7
* OLDIES (50'S OR 60'S)		21.0	15.6	24.6	27.0	20.3
* OTHER		10.9	15.3	20.0	17.1	12.3

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

Ethnic Group

From the TOTAL columns of both the Radio and TV items conclusions may be drawn about media habits of NPS RA recruits in the 83 survey. As cautioned before however, these conclusions may cloud the real differences existing between recruits with different demographic characteristics, particularly ethnic group.

As can be seen in Tables 19 and 20 there are many differences in the listening and viewing habits of different ethnic groups of recruits. Any analysis of listening and viewing habits must take into account the magnitude of differences found. While some of the significant differences in these Tables are based on differences of a few percentage points, other differences are much greater in magnitude. Blacks are 3 times as likely as Whites to listen to AM radio in a car (24.6% vs. 8.5%). Blacks are 8 times as likely as whites to listen to soul music on the radio (80% vs 10%); they are also more than twice as likely to listen to soul than are Hispanics or Others (80% vs. 30% and 28%, respectively). Whites are 3 times as likely as Blacks to listen to country music (31% vs. 8.5%), twice as likely to listen to album rock (41% vs. 17%), and 4 times as likely to listen to hard rock (44% vs. 10%).

Big differences are also found in TV viewing. Blacks are twice as likely as Whites to watch either Solid Gold or American Bandstand (36% vs. 16% and 19% vs. 9%, respectively), 4 times as likely to watch Dance Fever (21% vs. 5%), and 10 times as likely to watch Soul Train (44% vs. 4%). Blacks are twice as likely as Hispanics or Others to watch Dance Fever or American Bandstand and 4 times as likely to watch Soul Train. Whites, Hispanics, and Others are twice as likely to say that they do not watch sports on TV as are Blacks (approximately 40% vs. 20%, see Table 20). Blacks are as likely or more likely than Whites, Hispanics, or Others to watch each sport and sport program measured except for NHL hockey, which they are the least likely to watch. The largest difference in sports programming is that Blacks are twice as likely as Whites, Hispanics, or Others to watch basketball, both NBA and college.

With differences as large as the ones just described it is not surprising that there are differences between ethnic groups in the TOTAL rankings described earlier. One set of rankings which change only in a minor way is that of broadcast band and place of listening. Overall AM listening is reported by recruits to be equal in the cars and at home; however, listening at home and in the car is not equal by ethnic group. Blacks and Others listen to AM more at home than in the car, the reverse is true for Whites and Hispanics. In fact Hispanics are more likely to listen to AM in the car than either of the other two broadcast bands. Music preference differs greatly by ethnic group as we have seen. Among the largest ethnic group differences from the TOTAL rankings are: a) soul is first ranked for Blacks for whom the first ranked TOTAL choice, hard rock, is next to the least preferred, b) easy listening is tied for first for Others though it is among the least preferred overall, and c) Hispanics are 3 times as likely to listen to soul as Whites are, but are also almost 3 times as likely as Blacks to listen to country music.

We want to draw attention to two of the changes in rankings of TV programs by ethnic groups. Among the music programs on TV which we asked about, Blacks prefer Soul Train while Whites, Hispanics, and Others prefer Solid Gold. Professional football is more regularly watched by each ethnic group than is any other sport we asked about; beyond this, the rankings differ sharply between ethnic groups. For instance, Whites prefer baseball to basketball; while Blacks, Hispanics, and Others prefer basketball to baseball (note that baseball itself is unrelated to ethnic group, the differences are in basketball).

TABLE 20
TV SELF-REPORTS BY ETHNIC GROUP

PROGRAMS	ETHNIC GROUP				
	WHITE	BLACK	HISPANIC	OTHER	TOTAL
ITEM T137	n= 3970	1036	195	155	5356
* NOT THESE/NO REGULAR TV	31.8	27.6	39.5	36.8	31.4
* SOLID GOLD	15.9	35.9	20.5	22.6	20.1
* SOUL TRAIN	4.4	44.3	14.9	10.3	12.7
* AMERICAN BANDSTAND	9.1	19.3	9.7	9.7	11.1
* DANCE FEVER	4.7	21.3	8.7	8.4	8.2
* MOVIES ON NETWORK TV	34.4	35.7	27.2	29.7	34.3
* LIKE SAT. NIGHT LIVE	29.7	35.3	16.9	22.6	30.2
* CABLE TV PROGRAMS	34.5	38.1	25.6	29.7	34.7
NIGHTLY NETWORK NEWS	23.7	25.8	19.0	23.2	23.9
* LOCAL NEWS	31.3	38.1	29.2	32.9	32.6
ITEM T138	n= 3957	1030	192	154	5333
* NO REGULAR TV SPORTS	38.1	19.4	37.0	39.0	34.5
PRO BOWLING	12.4	12.3	10.9	6.5	12.2
* NFL SEASON GAMES	48.7	61.8	35.9	42.2	50.6
* PLAYOFFS/SUPERBOWL	42.8	53.2	35.4	41.6	44.5
* COLLEGE FOOTBALL	27.4	38.1	16.1	20.8	28.9
BASEBALL SEASON GAMES	28.4	27.2	25.5	22.7	27.9
PLAYOFFS/WORLD SERIES	30.6	31.0	25.0	28.6	30.4
* NBA BASKETBALL	22.6	58.3	26.0	31.2	29.9
* COLLEGE BASKETBALL	20.5	47.1	17.2	21.4	25.6
* NHL HOCKEY	13.2	7.2	10.4	11.0	11.9
ITEM T139	n= 3938	1024	191	153	5306
* NO REGULAR TV SPORTS	39.4	23.3	39.3	37.3	36.3
* WIDE WORLD OF SPORTS	36.1	44.1	36.1	41.8	37.8
* SPORTS WORLD	25.7	37.8	27.2	26.1	28.1
* SPORTS SUNDAY	24.3	39.4	22.5	27.5	27.2
* SPORTS SATURDAY	19.6	32.4	21.5	24.8	22.3
* MONDAY NIGHT FOOTBALL	35.7	49.4	26.7	31.4	37.9
* WTBS (TURNER SYSTEM)	11.6	14.8	6.3	5.9	11.8
* ESPN (CABLE SPORTS)	21.1	27.9	28.4	16.3	21.8
* USA NETWORK SPORTS	10.8	17.2	15.2	19.2	11.8

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

While effects of a characteristic like ethnic group are most clearly seen in terms of the percents of given characteristic who watch or listen to programs, it is also sometimes helpful to see the composition of a program's audience. In Appendix D, we present what we call audience shares; that is, of those who reported that they regularly watch a program, what percent are White, Black, Hispanic, or Other. These percents are of course controlled by who is in the sample and can only be judged in relationship to the composition of the recruits who answered the item. These audience shares can be useful in gaining an understanding of certain relationships. For instance, while only a small percent of Whites listen to Soul music, 30% of the recruit audience for Soul Train is White. This 30% is of course much smaller than the 74% of the recruit sample who are White (Table D-1).

Ethnic Group as a Moderator Variable

Because of the very large effect of ethnic group on TV and radio preferences, the effect of other demographic variables on media preferences must be assessed taking ethnic group effects into account. In order to control for the effects that ethnic group might have on the relationships found between media preferences and other demographics, multivariate models were developed using log-linear modeling techniques. Results of these log-linear analyses are reported as appropriate. Separate tables for Whites and Blacks have been prepared and appear in Appendix C for the media habits of each demographic variable discussed in this chapter. Note that the probability level set for Blacks in these tables is .05, rather than the .01 used for Whites. This was done to maintain some equivalence in the power to detect a true effect. Because the n size for Whites is 3 times as large as it is for Blacks, if the significant p size is kept the same, then it would be much easier to detect a significant effect for Whites than for Blacks. By setting a lower p size for Blacks than for Whites, however, we do run a greater risk of discovering a chance effect for Blacks than for Whites. Separate tables have not been prepared for Hispanics and Others because of the small number of each in the sample of recruits.

Gender

Although gender was less influential than was ethnic group identification on television viewing and radio listening habits, men and women reported marked differences in their viewing and listening preferences. Generally, males were twice as likely to view or listen to sports programming, while females reported a higher frequency of watching TV musical programs and listening to most types of music available on radio (Tables 21 and 22). These differences are moderated in part by ethnic group identification (Tables C-3 and C-4, Appendix C).

Of the 17 sports programs that the recruits rated, 8 were selected at least twice as frequently by men than by women. Except for NBA and College basketball, for each of which Black women reported a higher proportion of viewing than did White men, women never reported higher proportion of sports viewing than did men.

Other program viewing habits do not show as dramatic a gender difference as do the TV sports items, and the other items that do show a difference are

TABLE 21
TV SELF-REPORTS BY GENDER

PROGRAMS	GENDER		TOTAL
	MALE	FEMALE	
ITEM T137	n= 4831	525	5356
NOT THESE/NO REGULAR TV	30.9	35.8	31.4
* SOLID GOLD	19.4	26.9	20.1
SOUL TRAIN	12.4	15.4	12.7
* AMERICAN BANDSTAND	10.5	16.6	11.1
* DANCE FEVER	7.5	14.5	8.2
* MOVIES ON NETWORK TV	33.7	40.0	34.3
LIKE SAT. NIGHT LIVE	30.3	28.8	30.2
CABLE TV PROGRAMS	34.9	32.6	34.7
NIGHTLY NETWORK NEWS	23.9	24.0	23.9
LOCAL NEWS	32.3	34.9	32.6
ITEM T138	n= 4810	523	5333
* NO REGULAR TV SPORTS	32.2	55.4	34.5
* PRO BOWLING	12.7	7.1	12.2
* NFL SEASON GAMES	52.9	29.4	50.6
* PLAYOFFS/SUPERBOWL	29.3	14.7	27.9
* COLLEGE FOOTBALL	46.2	28.9	44.5
* BASEBALL SEASON GAMES	30.5	13.6	28.9
* PLAYOFFS/WORLD SERIES	31.9	16.8	30.4
* NBA BASKETBALL	30.8	20.8	29.9
* COLLEGE BASKETBALL	26.7	14.7	25.6
* NHL HOCKEY	12.5	6.1	11.9
ITEM T139	n= 4785	521	5306
* NO REGULAR TV SPORTS	34.0	56.8	36.3
* WIDE WORLD OF SPORTS	38.6	30.3	37.8
* SPORTS WORLD	29.4	16.3	28.1
* SPORTS SUNDAY	28.7	13.6	27.2
* SPORTS SATURDAY	23.4	11.9	22.3
* MONDAY NIGHT FOOTBALL	39.9	19.8	37.9
* WTBS (TURNER SYSTEM)	12.6	4.8	11.8
* ESPN (CABLE SPORTS)	22.8	12.5	21.8
* USA NETWORK SPORTS	12.5	5.2	11.8

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

usually moderated by ethnic group differences. Among these other programs, only Dance Fever is watched by significantly more women than men among both Blacks and Whites. Programs like Saturday Night Live is an unusual item in that there are no overall gender or ethnic differences though there is a three way interaction. White men like this type of program more than White women; Black women like this programming more than Black men.

Most of the differences in radio listening overall (Table 22) are the result of differences between White men and women. The gender differences among Blacks are significant only for FM At Home and for Easy Listening, Pop,

TABLE 22
RADIO SELF-REPORTS BY GENDER

PROGRAMS		GENDER		TOTAL
		MALE	FEMALE	
ITEM T140	n=	4819	525	5344
DON'T LISTEN TO RADIO		6.2	4.6	6.0
* FM AT HOME		26.8	38.9	28.0
FM/STEREO AT HOME		68.1	73.1	68.6
* AM AT HOME		11.7	15.6	12.1
FM IN THE CAR		18.1	22.3	18.5
FM/STEREO IN THE CAR		44.8	45.3	44.9
* AM IN THE CAR		11.5	19.6	12.3
ALL NEWS		3.5	3.6	3.5
* SPORTS PROGRAMMING		5.4	2.3	5.1
TALK RADIO		3.3	4.6	3.4
ITEM T141	n=	4810	522	5332
DON'T LISTEN TO MUSIC		4.1	2.7	4.0
* COUNTRY		24.9	34.3	25.8
* EASY LISTENING		19.8	31.8	21.0
* SOUL		23.0	30.3	23.7
* POP		27.9	41.0	29.1
ALBUM ROCK		35.6	35.8	35.6
* NEW WAVE/ROCK./PUNK		19.5	30.1	20.5
* HARD ROCK		37.8	26.4	36.7
* OLDIES (50'S OR 60'S)		19.4	28.2	20.3
* OTHER		11.7	17.4	12.3

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

and Other music. Some differences between White males and White females do not seem to appear at all between Black men and women. Soul is equally popular with Black men and Black women, while Hard Rock is equally unpopular.

Highest Education

Recruits who have graduated from high school generally show slightly higher rates of TV and radio use than do non-high school graduates (NHSG), e.g., 20.8% compared to 17.7% for Solid Gold. For the most part, the figures in Table 24 represent Blacks' and Whites' TV habits equally well with one

TABLE 23
RADIO SELF-REPORTS BY EDUCATION

PROGRAMS		EDUCATION			TOTAL
		POST	HSDG	NHSG	
ITEM T140	n=	137	4349	858	5344
DON'T LISTEN TO RADIO		10.2	5.7	7.2	6.0
FM AT HOME		30.7	28.3	26.1	28.0
FM/STEREO AT HOME		57.7	69.1	68.1	68.6
AM AT HOME		10.9	12.4	10.5	12.1
FM IN THE CAR		21.2	19.0	15.9	18.5
FM/STEREO IN THE CAR		39.4	45.5	42.8	44.9
* AM IN THE CAR		19.7	12.7	9.2	12.3
* ALL NEWS		8.0	3.5	2.7	3.5
SPORTS PROGRAMMING		5.8	5.4	3.7	5.1
TALK RADIO		7.3	3.3	3.4	3.4
ITEM T141	n=	137	4343	852	5332
* DON'T LISTEN TO MUSIC		7.3	3.6	5.3	4.0
COUNTRY		24.8	26.2	23.9	25.8
* EASY LISTENING		38.0	21.0	18.0	21.0
* SOUL		24.1	24.6	19.2	23.7
* POP		34.3	30.0	24.2	29.1
ALBUM ROCK		33.6	35.9	34.5	35.6
* NEW WAVE/ROCK./PUNK		16.8	21.5	16.0	20.5
* HARD ROCK		21.9	35.6	44.6	36.7
* OLDIES (50'S OR 60'S)		28.5	19.5	22.7	20.3
* OTHER		24.1	11.8	12.7	12.3

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

major exception. Note that sports like College football are as popular with Black NHSGs as they are with Black HSDGs (Tables C-7 and C-8). In a significant 3 way interaction from the log-linear model, NFL Payoffs are more popular with HSDGs among Whites while they are more popular with NHSGs among Blacks.

More NHSG Blacks listen to Hard Rock, Oldies, and Other music than do HSDG Blacks (Table C-6); of these, only Hard Rock shows the same effect among Whites (Table C-5). About 10% of Whites regularly listen to Soul music irrespective of high school graduation status. The significant difference that appears in Table 23 for Soul music holds for Blacks only. AM radio in the car is more regularly listened to by HSDGs than NHSGs among both Whites and Blacks, though the effect of education is not significant among Blacks. FM and FM/Stereo are more regularly listened to than AM of course, among both Blacks and Whites, and HSDGs and NHSGs.

AFQT

Because of the strength of the gender and ethnic group effects and to clearly focus on the prime recruiting market of male HSDGs, the relationship of AFQT and media habits is looked at both for the TOTAL sample and for male HSDGs, including those with postsecondary education. Tables 25 and 26 present TV viewing patterns by AFQT for the total sample and for male POST/HSDGs; Tables C-11, C-12, C-15, and C-16 present the White and Black subsamples. Watching Nightly Network News and Programs Like Saturday Night Live increases in the Total sample and among Male HSDGs with increasing AFQT. These effects are found in both Blacks and Whites. Among Whites, watching music programs on TV decreases with AFQT (Tables C-11 and C-15), while among Blacks the probability of watching these programs peaks at category IIIA and drops sharply for categories I and II (Tables C-12 and C-14).

The probability of watching games on TV tends to increase with AFQT, while the probability of watching general sports network programming decreases with AFQT increase. Category IIIAs are usually the most likely among Blacks to watch while the Is and IIs are among the least likely of Blacks to watch. Among male HSDGs in general and Whites in particular, viewing College Football, Baseball Season Games and Playoffs, and College Basketball increases with increasing AFQT. Ethnic group differences in watching NBA Basketball distorts the relationship seen in Tables 27 and 28; neither among Whites nor Blacks is there a relationship of NBA Basketball and AFQT.

Tables 27 and 28 present radio listening by AFQT for the total sample and for male POST/HSDGs; Tables C-9, C-10, C-13, and C-14 present the White and Black subsamples. In all of these ways of looking at the data, the probability that a recruit reports regularly listening to FM/Stereo at home or in the car increases with increasing AFQT. The use of FM at home and in the car is usually lowest among categories I and II, though this effect does not reach statistical significance. Reported listening to AM in the car tends to increase with AFQT, though not significantly for Blacks or overall. AM listening at home decreases significantly for Black male HSDGs, and among Blacks in general it is lowest for categories I and II; these effects for AM at home are not found among Whites.

TABLE 24
TV SELF-REPORTS BY EDUCATION

PROGRAMS		EDUCATION			TOTAL
		POST	HSDG	NHSG	
ITEM T137	n=	139	4356	861	5356
NOT THESE/NO REGULAR TV		34.5	31.0	32.6	31.4
* SOLID GOLD		12.9	20.8	17.7	20.1
SOUL TRAIN		10.1	13.2	10.6	12.7
* AMERICAN BANDSTAND		4.3	11.7	9.3	11.1
DANCE FEVER		7.9	8.5	6.6	8.2
* MOVIES ON NETWORK TV		27.3	35.8	27.6	34.3
* LIKE SAT. NIGHT LIVE		23.7	31.2	25.8	30.2
CABLE TV PROGRAMS		37.4	35.2	31.9	34.7
NIGHTLY NETWORK NEWS		32.4	24.1	21.5	23.9
LOCAL NEWS		39.6	33.0	29.2	32.6
ITEM T138	n=	137	4335	861	5333
NO REGULAR TV SPORTS		41.6	33.7	37.2	34.5
PRO BOWLING		8.8	11.8	14.6	12.2
* NFL SEASON GAMES		40.9	52.1	44.8	50.6
PLAYOFFS/SUPERBOWL		25.5	28.5	25.3	27.9
* COLLEGE FOOTBALL		40.1	45.9	38.1	44.5
* BASEBALL SEASON GAMES		29.2	30.3	21.6	28.9
* PLAYOFFS/WORLD SERIES		29.9	31.5	25.2	30.4
* NBA BASKETBALL		32.8	30.9	24.3	29.9
* COLLEGE BASKETBALL		25.5	26.7	19.7	25.6
NHL HOCKEY		8.0	12.1	11.6	11.9
ITEM T139	n=	137	4318	851	5306
NO REGULAR TV SPORTS		43.8	35.4	39.2	36.3
WIDE WORLD OF SPORTS		32.8	38.4	35.7	37.8
SPORTS WORLD		23.4	28.7	25.6	28.1
SPORTS SUNDAY		24.1	27.7	25.4	27.2
SPORTS SATURDAY		19.7	22.5	21.6	22.3
MONDAY NIGHT FOOTBALL		33.6	38.8	34.0	37.9
WTBS (TURNER SYSTEM)		13.1	12.1	10.5	11.8
ESPN (CABLE SPORTS)		24.8	22.2	19.5	21.8
USA NETWORK SPORTS		11.7	11.8	12.0	11.8

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE 25
TV SELF-REPORTS BY AFQT

PROGRAMS		AFQT				TOTAL
		4A4B	3B	3A	1&2	
ITEM T137	n=	298	1653	1491	1914	5356
NOT THESE/NO REGULAR TV		34.9	30.1	31.3	32.0	31.4
* SOLID GOLD		22.5	24.6	21.7	14.6	20.1
* SOUL TRAIN		23.5	18.8	12.4	5.9	12.7
* AMERICAN BANDSTAND		11.7	15.1	11.6	7.2	11.1
* DANCE FEVER		10.4	11.3	9.5	4.1	8.2
MOVIES ON NETWORK TV		28.2	32.2	34.8	36.6	34.3
* LIKE SAT. NIGHT LIVE		19.5	28.0	30.0	33.8	30.2
CABLE TV PROGRAMS		31.9	34.5	33.3	36.4	34.7
* NIGHTLY NETWORK NEWS		18.1	20.1	22.7	28.9	23.9
LOCAL NEWS		28.9	31.6	32.2	34.2	32.6
ITEM T138	n=	295	1644	1488	1906	5333
* NO REGULAR TV SPORTS		29.5	30.0	35.0	38.6	34.5
PRO BOWLING		12.9	13.3	11.2	11.9	12.2
NFL SEASON GAMES		52.9	52.8	50.1	48.8	50.6
PLAYOFFS/SUPERBOWL		25.4	28.5	26.8	28.6	27.9
COLLEGE FOOTBALL		41.4	43.1	45.4	45.5	44.5
BASEBALL SEASON GAMES		28.5	29.9	25.9	30.3	28.9
PLAYOFFS/WORLD SERIES		27.8	29.0	30.2	32.3	30.4
* NBA BASKETBALL		35.9	34.2	28.2	26.4	29.9
COLLEGE BASKETBALL		26.1	27.6	23.5	25.3	25.6
NHL HOCKEY		9.8	10.6	12.4	13.0	11.9
ITEM T139	n=	292	1640	1484	1890	5306
* NO REGULAR TV SPORTS		26.7	30.1	36.7	42.8	36.3
WIDE WORLD OF SPORTS		39.7	39.1	39.3	35.2	37.8
* SPORTS WORLD		34.6	31.0	29.0	23.9	28.1
* SPORTS SUNDAY		35.3	30.4	26.9	23.4	27.2
* SPORTS SATURDAY		29.5	25.1	22.4	18.6	22.3
MONDAY NIGHT FOOTBALL		41.8	38.8	37.1	37.1	37.9
WTBS (TURNER SYSTEM)		10.6	12.0	10.8	12.6	11.8
ESPN (CABLE SPORTS)		20.9	22.5	21.1	21.9	21.8
USA NETWORK SPORTS		12.7	12.9	11.3	11.2	11.8

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE 26
TV SELF-REPORTS OF MALE POST/HSDG RECRUITS BY AFQT

PROGRAMS		AFQT				TOTAL
		4A4B	3B	3A	1&2	
ITEM T137	n=	286	1322	935	1433	3976
NOT THESE/NO REGULAR TV		35.3	29.6	29.7	31.0	30.5
* SOLID GOLD		23.1	24.4	21.6	13.7	19.8
* SOUL TRAIN		23.4	18.9	12.9	5.0	12.8
* AMERICAN BANDSTAND		11.2	15.4	11.4	6.1	10.8
* DANCE FEVER		10.5	11.1	8.8	3.3	7.7
MOVIES ON NETWORK TV		28.0	33.4	37.1	36.4	35.0
* LIKE SAT. NIGHT LIVE		19.2	29.3	32.2	34.9	31.3
CABLE TV PROGRAMS		31.1	34.7	34.1	38.4	35.6
* NIGHTLY NETWORK NEWS		17.5	20.7	22.9	30.3	24.4
LOCAL NEWS		28.7	31.7	32.5	35.5	33.0
ITEM T138	n=	284	1315	930	1426	3955
* NO REGULAR TV SPORTS		29.6	28.4	30.8	34.2	31.1
PRO BOWLING		12.7	13.0	11.2	12.4	12.3
NFL SEASON GAMES		53.2	55.7	55.2	53.6	54.7
PLAYOFFS/SUPERBOWL		25.7	29.7	29.8	31.7	30.2
* COLLEGE FOOTBALL		41.9	45.3	50.1	50.1	47.9
BASEBALL SEASON GAMES		28.9	31.9	30.9	34.7	32.4
* PLAYOFFS/WORLD SERIES		28.2	30.3	34.3	36.5	33.3
* NBA BASKETBALL		36.3	36.1	31.2	28.6	32.3
COLLEGE BASKETBALL		26.4	29.1	27.1	28.5	28.2
NHL HOCKEY		9.5	11.0	13.5	14.4	12.7
ITEM T139	n=	281	1314	928	1417	3940
* NO REGULAR TV SPORTS		27.0	27.7	33.2	38.7	32.9
WIDE WORLD OF SPORTS		39.1	40.5	41.7	36.6	39.3
* SPORTS WORLD		35.2	32.6	32.1	25.7	30.2
* SPORTS SUNDAY		35.6	32.3	29.1	25.5	29.4
* SPORTS SATURDAY		29.5	26.0	23.6	20.6	23.8
MONDAY NIGHT FOOTBALL		42.0	41.0	40.8	41.3	41.1
WTBS (TURNER SYSTEM)		10.7	12.2	12.6	14.7	13.1
ESPN (CABLE SPORTS)		21.0	23.1	22.8	25.0	23.6
USA NETWORK SPORTS		12.8	13.2	11.6	12.8	12.7

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

Except for Country and Soul music, music listening increases with AFQT. Listening to country music decreases with AFQT among both Blacks and Whites, particularly among male HSDGs. Note that female recruits, who have higher AFQT entry score requirements, are more likely than males to prefer Country music; thus obscuring the relationship of Country music and AFQT in the total sample (Table 27). Soul music appears to be related to AFQT in Tables 27 and 28; however, these Tables present a false picture. AFQT is not related to listening to Soul music among Whites (Tables C-9 and C-13), while among Blacks (Tables C-10 and C-14) listening to Soul music increases with AFQT.

TABLE 27
RADIO SELF-REPORTS BY AFQT

PROGRAMS		AFQT				TOTAL
		4A4B	3B	3A	1&2	
ITEM T140	n=	295	1650	1489	1910	5344
DON'T LISTEN TO RADIO		7.8	6.3	5.9	5.7	6.0
FM AT HOME		29.5	30.3	30.0	24.2	28.0
* FM/STEREO AT HOME		57.6	64.1	69.0	74.0	68.6
* AM AT HOME		14.2	14.4	12.4	9.4	12.1
FM IN THE CAR		18.0	19.2	19.9	16.9	18.5
* FM/STEREO IN THE CAR		33.2	38.7	43.7	52.9	44.9
AM IN THE CAR		7.8	11.9	12.5	13.2	12.3
ALL NEWS		3.7	2.9	3.0	4.5	3.5
SPORTS PROGRAMMING		2.7	5.3	4.5	5.9	5.1
TALK RADIO		3.1	3.0	3.4	3.8	3.4
ITEM T141	n=	295	1648	1482	1907	5332
DON'T LISTEN TO MUSIC		7.1	3.8	4.2	3.5	4.0
COUNTRY		23.4	24.8	27.7	25.5	25.8
EASY LISTENING		17.6	18.5	22.5	22.4	21.0
* SOUL		38.3	31.7	22.6	15.5	23.7
* POP		18.3	23.3	29.8	35.4	29.1
* ALBUM ROCK		22.7	28.5	35.7	43.7	35.6
* NEW WAVE/ROCK./PUNK		11.9	18.6	19.4	24.3	20.5
* HARD ROCK		20.7	30.3	37.9	43.7	36.7
* OLDIES (50'S OR 60'S)		11.9	17.2	21.2	23.5	20.3
OTHER		10.8	10.5	12.2	14.1	12.3

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

Recency of Graduation from High School

The Army directs its advertising to a quality market of high school seniors. Those who graduated from high school in 1983 and thus enlisted during their senior year or just after it, may be qualitatively different in terms of the types of TV and radio programs they enjoy. The differences between 1983 graduates and those who graduated prior to 1983 are shown in Tables 29 and 30, and separately for Whites and Blacks in Tables C-17 and C-18.

TABLE 28
RADIO SELF-REPORTS OF MALE POST/HSDG RECRUITS BY AFQT

PROGRAMS		AFQT				TOTAL
		4A4B	3B	3A	1&2	
ITEM T140	n=	284	1320	932	1431	3967
DON'T LISTEN TO RADIO		8.1	6.0	5.5	5.9	6.0
* FM AT HOME		29.9	29.9	28.5	22.8	27.0
* FM/STEREO AT HOME		57.4	64.1	68.8	73.6	68.1
* AM AT HOME		14.1	15.2	11.5	8.7	11.9
FM IN THE CAR		18.7	19.4	20.7	16.6	18.6
* FM/STEREO IN THE CAR		33.1	38.2	44.7	54.6	45.3
AM IN THE CAR		8.1	11.9	12.3	12.8	12.0
* ALL NEWS		3.9	2.9	2.8	5.0	3.7
SPORTS PROGRAMMING		2.8	6.0	4.9	6.8	5.8
TALK RADIO		3.2	3.2	2.8	3.7	3.3
ITEM T141	n=	285	1318	928	1433	3964
DON'T LISTEN TO MUSIC		6.7	3.6	3.7	3.6	3.8
COUNTRY		23.5	24.3	27.9	24.4	25.1
EASY LISTENING		17.5	18.1	23.2	20.7	20.2
* SOUL		39.6	31.9	23.1	14.0	23.9
* POP		18.9	22.7	30.4	35.0	28.7
* ALBUM ROCK		22.8	27.7	38.1	44.3	35.8
* NEW WAVE/ROCK./PUNK		12.3	18.3	20.3	23.6	20.2
* HARD ROCK		19.6	30.1	38.3	44.1	36.3
* OLDIES (50'S OR 60'S)		11.9	16.3	19.9	21.6	18.8
* OTHER		10.9	9.4	12.4	12.9	11.5

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

The effects in Tables 29 and 30 are also apparent in the ethnic group breakdowns (Tables C-17 and C-18), only the significance levels change. Earlier graduates listen to less music in general. Earlier graduates in particular listen to less Hard Rock and to more Oldies and Other music. Earlier graduates are less likely to watch music programs on TV, but are no different in their likelihood of watching sports on TV.

TABLE 29

RADIO SELF-REPORTS OF MALE POST/HSDG RECRUITS
BY YEAR OF HIGH SCHOOL GRADUATION

		GRADUATION		
PROGRAMS		1983	EARLIER	TOTAL
ITEM T140	n=	2168	1342	3510
* DON'T LISTEN TO RADIO		5.0	7.5	6.0
FM AT HOME		27.9	25.2	26.9
* FM/STEREO AT HOME		70.9	65.9	69.0
* AM AT HOME		13.0	10.1	11.9
FM IN THE CAR		19.2	18.9	19.1
FM/STEREO IN THE CAR		46.9	44.0	45.8
* AM IN THE CAR		13.6	10.2	12.3
ALL NEWS		3.3	4.4	3.7
SPORTS PROGRAMMING		6.0	6.1	6.0
TALK RADIO		2.8	4.0	3.3
ITEM T141	n=	2171	1339	3510
* DON'T LISTEN TO MUSIC		3.1	5.2	3.9
COUNTRY		24.5	25.5	24.9
EASY LISTENING		19.3	21.7	20.2
SOUL		22.8	25.2	23.7
POP		29.7	28.1	29.1
ALBUM ROCK		37.2	36.6	37.0
NEW WAVE/ROCK./PUNK		21.2	19.6	20.6
* HARD ROCK		38.9	33.0	36.6
OLDIES (50'S OR 60'S)		17.9	21.3	19.2
* OTHER		10.5	13.4	11.6

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE 30
TV SELF-REPORTS OF MALE POST/HSDG RECRUITS
BY YEAR OF HIGH SCHOOL GRADUATION

PROGRAMS		GRADUATION		
		1983	EARLIER	TOTAL
ITEM T137	n=	2179	1340	3519
NOT THESE/NO REGULAR TV		29.1	32.5	30.4
* SOLID GOLD		21.1	17.5	19.7
SOUL TRAIN		13.2	11.6	12.6
* AMERICAN BANDSTAND		12.1	9.1	10.9
DANCE FEVER		8.1	6.9	7.6
* MOVIES ON NETWORK TV		36.9	32.6	35.2
LIKE SAT. NIGHT LIVE		32.7	29.3	31.4
CABLE TV PROGRAMS		36.2	35.7	36.0
NIGHTLY NETWORK NEWS		24.0	26.7	25.0
LOCAL NEWS		34.0	32.8	33.5
ITEM T138	n=	2164	1337	3501
NO REGULAR TV SPORTS		30.5	32.1	31.1
PRO BOWLING		12.4	12.9	12.6
NFL SEASON GAMES		55.5	54.2	55.0
PLAYOFFS/SUPERBOWL		30.8	28.9	30.1
COLLEGE FOOTBALL		49.4	47.4	48.6
BASEBALL SEASON GAMES		32.1	34.0	32.8
PLAYOFFS/WORLD SERIES		33.5	34.4	33.8
NBA BASKETBALL		32.5	32.5	32.5
COLLEGE BASKETBALL		27.6	29.3	28.3
NHL HOCKEY		12.8	13.2	12.9
ITEM T139	n=	2160	1330	3490
NO REGULAR TV SPORTS		32.4	33.8	32.9
WIDE WORLD OF SPORTS		38.8	40.2	39.4
SPORTS WORLD		31.2	29.9	30.7
SPORTS SUNDAY		29.9	29.5	29.7
SPORTS SATURDAY		24.0	23.9	24.0
MONDAY NIGHT FOOTBALL		41.3	42.0	41.6
WTBS (TURNER SYSTEM)		12.3	14.5	13.2
ESPN (CABLE SPORTS)		22.3	24.9	23.3
USA NETWORK SPORTS		13.1	12.9	13.0

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

Age at Contracting

As noted above, the Army directs its advertising to the high school senior market. Those who graduated from high school in 1983 would generally tend to be younger, so we would expect to see some of the same effects for recency of graduation and age at contracting. The differences in viewing and listening habits by age are shown in Tables 31 and 32, and separately for Whites and Blacks in Tables C-27 to C-34.

TABLE 31
RADIO SELF-REPORTS OF MALE POST/HSDG RECRUITS BY AGE

PROGRAMS	AGE AT CONTRACTING						TOTAL
	17	18	19	20	21-23	24+	
ITEM T140 n=	1669	867	457	272	407	259	3931
* DON'T LISTEN TO RADIO	4.7	5.5	5.5	6.3	7.4	11.6	5.8
FM AT HOME	27.4	27.2	25.6	25.0	28.3	28.2	27.1
* FM/STEREO AT HOME	71.6	66.8	69.1	65.4	63.4	58.7	68.1
AM AT HOME	12.3	12.8	11.6	11.4	9.8	11.2	12.0
FM IN THE CAR	18.0	17.5	18.2	19.5	22.9	19.3	18.6
* FM/STEREO IN THE CAR	48.5	43.8	46.2	41.2	42.8	39.0	45.5
AM IN THE CAR	13.4	12.3	9.0	8.5	10.6	13.9	12.1
* ALL NEWS	3.0	2.8	3.9	3.7	6.4	7.3	3.7
SPORTS PROGRAMMING	5.5	4.7	6.3	4.8	8.1	8.5	5.8
* TALK RADIO	2.0	4.3	2.8	2.9	5.4	6.2	3.3
ITEM T141 n=	1669	868	454	274	404	259	3928
* DON'T LISTEN TO MUSIC	2.8	3.7	2.9	4.7	6.4	6.9	3.8
COUNTRY	24.1	25.3	22.7	29.2	28.0	27.4	25.2
* EASY LISTENING	17.0	21.2	18.1	23.0	26.5	29.3	20.2
SOUL	21.9	23.6	24.9	28.1	26.5	28.6	24.0
POP	30.8	26.2	25.6	24.5	32.2	29.3	28.8
ALBUM ROCK	36.7	35.3	36.3	36.9	35.1	31.7	35.9
NEW WAVE/ROCK./PUNK	21.9	18.5	19.8	19.7	20.0	15.1	20.1
* HARD ROCK	39.0	40.1	33.7	35.8	28.0	23.2	36.2
* OLDIES (50'S OR 60'S)	17.7	17.1	17.4	20.1	21.8	26.6	18.7
* OTHER	9.8	10.8	8.6	9.9	16.1	23.6	11.5

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE 32

TV SELF-REPORTS OF MALE POST/HSDG RECRUITS BY AGE

PROGRAMS		AGE AT CONTRACTING						TOTAL
		17	18	19	20	21-23	24+	
ITEM T137	n=	1675	869	452	275	410	259	3940
* NOT THESE/NO REGULAR TV		27.5	32.7	30.8	30.9	36.3	30.5	30.4
SOLID GOLD		21.1	19.9	19.7	17.8	19.5	13.9	19.8
SOUL TRAIN		13.0	13.3	13.3	12.7	12.4	10.0	12.8
AMERICAN BANDSTAND		12.0	11.2	10.4	8.7	11.0	5.4	10.9
DANCE FEVER		7.8	8.7	6.4	7.6	8.0	6.2	7.7
MOVIES ON NETWORK TV		38.1	32.2	33.8	33.5	32.4	32.0	35.0
* LIKE SAT. NIGHT LIVE		35.0	29.3	31.4	27.6	28.3	22.8	31.3
CABLE TV PROGRAMS		36.2	34.1	35.6	33.5	36.8	38.2	35.7
* NIGHTLY NETWORK NEWS		22.7	22.9	22.1	25.8	29.0	35.5	24.4
* LOCAL NEWS		34.4	29.5	27.4	32.4	36.8	40.2	33.0
ITEM T138	n=	1671	861	446	274	407	260	3919
* NO REGULAR TV SPORTS		30.0	32.4	27.6	26.6	38.1	33.1	31.1
PRO BOWLING		12.4	10.8	13.2	14.2	14.0	11.2	12.4
NFL SEASON GAMES		55.7	53.4	56.7	60.9	48.6	51.2	54.6
PLAYOFFS/SUPERBOWL		31.7	28.6	29.4	28.1	28.7	30.8	30.1
COLLEGE FOOTBALL		49.0	46.5	45.5	54.4	44.0	48.1	47.8
BASEBALL SEASON GAMES		32.3	28.9	34.5	38.0	34.9	31.5	32.4
PLAYOFFS/WORLD SERIES		33.3	30.8	34.3	34.3	34.9	36.5	33.3
NBA BASKETBALL		32.0	30.2	33.6	35.4	32.9	34.6	32.3
COLLEGE BASKETBALL		27.6	25.8	28.0	33.6	30.7	30.0	28.2
NHL HOCKEY		13.3	11.7	12.8	12.8	14.0	10.0	12.7
ITEM T139	n=	1660	861	449	270	406	259	3905
* NO REGULAR TV SPORTS		32.3	35.1	27.8	26.3	36.7	36.3	32.7
WIDE WORLD OF SPORTS		39.6	35.7	43.4	44.1	38.9	37.8	39.3
SPORTS WORLD		30.2	28.6	33.9	30.4	30.5	28.6	30.2
SPORTS SUNDAY		28.7	28.2	35.0	29.6	29.1	27.4	29.3
SPORTS SATURDAY		23.3	22.1	28.5	23.3	24.9	22.8	23.7
MONDAY NIGHT FOOTBALL		40.4	40.1	43.9	43.3	42.1	41.3	41.2
WTBS (TURNER SYSTEM)		12.0	11.1	15.4	14.1	16.7	15.8	13.1
ESPN (CABLE SPORTS)		22.1	22.8	26.7	26.3	25.1	25.1	23.6
USA NETWORK SPORTS		12.0	12.1	13.4	13.3	14.5	13.9	12.7

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

Tables for Blacks by age must be interpreted cautiously because of the small number of Blacks over 19 years of age in the survey sample.

Geographic Regions / Army Recruiting Brigades

Tables 33 and 34 present radio listening by regions of the country corresponding to the recruiting brigades for male HSDGs, including those with postsecondary education. Tables C-19 to C-22 and C-23 to C-26 present the White and Black male POST/HSDGs subsamples and the total White and Black

TABLE 33
RADIO SELF-REPORTS OF MALE POST/HSDG RECRUITS BY REGION

PROGRAMS		REGION					TOTAL
		NE	SE	SW	MW	WEST	
ITEM T140	n=	773	883	656	1111	538	3961
DON'T LISTEN TO RADIO		6.2	6.6	5.9	5.5	5.8	6.0
FM AT HOME		24.6	28.7	27.0	26.3	29.6	27.0
FM/STEREO AT HOME		71.0	67.4	64.5	70.4	65.1	68.1
* AM AT HOME		7.9	16.4	12.5	9.9	13.9	11.9
FM IN THE CAR		17.3	20.5	21.2	17.4	16.9	18.6
FM/STEREO IN THE CAR		45.8	44.8	44.2	47.6	42.0	45.3
* AM IN THE CAR		7.5	12.5	13.1	12.0	16.7	12.0
ALL NEWS		3.1	3.5	3.5	4.1	4.3	3.7
SPORTS PROGRAMMING		6.7	6.2	4.1	6.2	5.2	5.8
TALK RADIO		3.2	2.4	3.2	3.4	4.6	3.3
ITEM T141	n=	765	884	654	1115	540	3958
DON'T LISTEN TO MUSIC		4.3	4.3	3.4	3.2	4.3	3.8
* COUNTRY		19.2	23.4	32.0	26.9	24.4	25.1
EASY LISTENING		18.3	19.3	19.9	20.0	25.0	20.2
* SOUL		21.3	35.7	27.8	16.6	18.5	23.9
POP		24.7	32.4	28.9	28.8	28.0	28.7
ALBUM ROCK		36.7	31.7	38.7	36.4	36.3	35.8
* NEW WAVE/ROCK./PUNK		19.1	18.9	22.0	18.3	25.9	20.2
* HARD ROCK		40.1	27.3	35.3	40.6	38.1	36.3
* OLDIES (50'S OR 60'S)		20.0	16.7	16.7	17.9	24.8	18.8
* OTHER		14.1	11.5	8.9	9.8	14.3	11.5

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE 34

TV SELF-REPORTS OF MALE POST/HSDG RECRUITS BY REGION

		REGION					
PROGRAMS		NE	SE	SW	MW	WEST	TOTAL
ITEM T137	n=	771	888	657	1113	541	3970
NOT THESE/NO REGULAR TV		32.0	30.7	28.5	29.2	32.9	30.5
* SOLID GOLD		16.6	25.7	19.9	19.9	14.2	19.8
* SOUL TRAIN		10.1	20.9	15.7	8.4	8.7	12.8
* AMERICAN BANDSTAND		6.5	14.1	12.6	11.1	8.9	10.8
* DANCE FEVER		6.4	10.8	8.5	6.7	5.5	7.7
MOVIES ON NETWORK TV		34.8	33.1	37.9	35.2	34.4	35.0
LIKE SAT. NIGHT LIVE		35.1	30.5	28.5	31.4	30.3	31.3
CABLE TV PROGRAMS		34.5	36.6	40.0	32.8	36.4	35.7
NIGHTLY NETWORK NEWS		24.3	21.5	25.9	24.5	27.7	24.5
LOCAL NEWS		31.5	31.8	32.9	34.1	35.3	33.0
ITEM T138	n=	767	885	660	1100	537	3949
* NO REGULAR TV SPORTS		31.2	26.3	33.3	31.8	34.8	31.1
* PRO BOWLING		12.0	10.4	11.5	15.3	11.2	12.4
NFL SEASON GAMES		53.1	58.3	53.3	55.0	52.0	54.7
* PLAYOFFS/SUPERBOWL		32.6	29.5	24.7	33.0	29.1	30.2
COLLEGE FOOTBALL		47.1	49.9	44.8	48.9	48.0	48.0
BASEBALL SEASON GAMES		31.6	34.9	30.5	33.7	29.6	32.5
* PLAYOFFS/WORLD SERIES		35.7	32.3	26.8	35.7	35.0	33.4
* NBA BASKETBALL		34.2	36.2	28.6	31.3	29.8	32.3
* COLLEGE BASKETBALL		26.1	34.1	25.8	29.1	22.9	28.2
* NHL HOCKEY		22.3	7.5	7.4	14.5	10.6	12.7
ITEM T139	n=	762	881	653	1106	532	3934
NO REGULAR TV SPORTS		33.1	30.4	33.8	31.9	37.4	32.9
WIDE WORLD OF SPORTS		40.7	39.4	37.4	39.4	39.3	39.3
SPORTS WORLD		31.5	31.1	25.0	32.2	29.1	30.2
SPORTS SUNDAY		29.1	31.0	25.1	31.7	27.3	29.4
SPORTS SATURDAY		23.6	24.0	21.1	24.8	24.8	23.8
MONDAY NIGHT FOOTBALL		41.3	44.2	39.5	41.1	38.3	41.2
* WTBS (TURNER SYSTEM)		9.4	19.5	14.2	11.2	10.2	13.1
ESPN (CABLE SPORTS)		23.1	25.5	22.4	22.9	24.1	23.6
USA NETWORK SPORTS		12.3	13.2	11.9	13.5	11.8	12.7

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

samples, respectively. Because in our sample the percentage of recruits who are Black differs so much from region to region, particular care should be taken in looking at overall regional differences. The southeast in particular is heavily influenced by having 40% Black recruits. Interpretation of regional effects should also be made after inspecting audience shares in Tables D-19 to D-26, which are based on row columns.

Some of the TV programs listed in the survey, e.g., Solid Gold, Soul Train, American Bandstand, and Dance Fever, are more popular in the Southeastern and Southwestern states than in the other parts of the country. However, population demographics interact as already noted with geography and viewing habits. For example, the highest percent of Blacks who watch Solid Gold (43%) are from the Southeast, but the highest percent of Whites who watch that program are from the Midwest (18%). This pattern of 3 way interactions is also apparent for radio. For example, the highest percentage of Blacks who reported that they regularly listen to Hard Rock are in the Southeast (15%), while the highest percent of Hard Rock fans among Whites are in the Northeast (48%).

TV COMMERCIAL RECOGNITION AND RATING

In this section we briefly examine recognition by Regular Army recruits of selected Army TV commercials. Table 35 shows the exact wording of the items as they appeared in the 1983 ARI Survey (note that items like these were worded differently in 82). Also listed are the variable names and labels from the data base.

TABLE 35
TV COMMERCIAL RECOGNITION AND RATING ITEMS IN THE
1983 ARI SURVEY

SURVEY QUESTION	NUMBER	LABEL
<p>Some of the commercials described in the next column [of the questionnaire] have been seen on TV, some have not. Please use the following scale to tell us if you have seen each commercial and how it impressed you?</p>		
Mark A if you do <u>NOT</u> remember seeing it.	1	Not remembered
Mark B if you <u>disliked</u> it or it gave you a <u>bad impression</u> of the Army.	2	Disliked
Mark C if you remember seeing it but it <u>didn't impress you</u> much	3	Didn't impress
Mark D if it was <u>important in your decision</u> to contact a recruiter or enlist.	4	Important
Mark E if you WOULD NOT HAVE CONTACTED AN ARMY RECRUITER OR ENLISTED HAD I NOT SEEN THIS COMMERCIAL.	5	Important (combined with above for this report)
Army soldier repairing a computer.	T120	COMPUTERS PLUS
Army specialist demonstrating one of Army's new Laser tanks.	T121	LASER TANK
An Army soldier finds his old girlfriend at a drive-in with another guy.	T122	DRIVE-IN (RESERVE COMMERCIAL)
An Army soldier training in one of the Army's newest aircraft carriers.	T123	"ARMY AIRCRAFT CARRIER"

TABLE 35 (continued)

TV COMMERCIAL RECOGNITION AND RATING ITEMS IN THE 1983 ARI SURVEY

SURVEY QUESTION	NUMBER	LABEL
High school graduates doing a variety of things in the Army. Language training, working with a microscope, getting promoted.	T124	OLD THEME SPOT
Soldier fixing a helicopter; then taking it up for a check flight over Germany.	T125	CHECK FLIGHT
Army soldier learning to fly a helicopter.	T126	HIGH SCHOOL TO FLIGHT SCHOOL
A father and son discussing an Army enlistment bonus.	T127	FATHER AND SON (RESERVE COMMERCIAL)
Army Ranger parachuting, jumping from a helicopter into a river, coming home to see parents.	T128	RANGER PRIDE
Female air traffic controller bringing in a helicopter in bad weather.	T129	VISIBILITY POOR
Army recruiter showing/telling prospective enlistees what jobs are available using video display.	T130	DEP CHOICES
The start of a day on an Army post.	T131	MODERN CITY
Squad on night patrol is guided back to vehicle by soldier using night vision devices.	T132	BRADLEY
Infantryman running through forest and crossing stream on rope bridge.	T133	INFANTRY (WORDING 2)
Scenes of soldiers running, riding in tanks, parachuting and marching while voice tells about Army College Fund.	T134	GOOD COMPANY
List of people who want to college using Army benefits.	T135	SUPER PEOPLE REVIEW
Army platoon completing a training drill in jungle surroundings.	T136	INFANTRY (WORDING 1)

As can be seen in Table 35, the respondents are asked more than if they simply recognize the commercial. They are asked also to give an affective reaction to commercials that they do recognize. We expected that this would increase the usefulness of the information collected. It was also hoped that this would force someone who is uncertain to mark 'not remembered' rather than give a rating to a commercial that they are not sure that they recognize. The increased complexity in the measurement scale, however, has increased the difficulty of interpretation.

Table 36 presents overall results of the commercial recognition items. Frequencies and cumulative frequencies are included in this Table to indicate sample size. Percentages indicate the relative popularity of each response for each commercial. For each commercial, cumulative percentages can be read down the column to indicate the cumulative rating as the less favorable ratings are added in. For instance, because the percentage of recruits rating a commercial "VERY IMPORTANT" never varies from 2% to 3%, this rating is not very useful. A more useful measure is the total of "IMPORTANT" and "VERY IMPORTANT" given in this table in the cumulative percent column and "IMPORTANT" row. The cumulative percent in the "DISLIKED" row is one measure of recognition because it is the percent of recruits who indicate they recognize a commercial by giving it an affective rating. However, recruits who were vague on recognizing a commercial may have marked the "NOT IMPRESSED" response rather than the "NOT REMEMBERED" as had been intended. Therefore, one possible set of indicators which can be derived from these measures are (1) cumulative percent at "IMPORTANT" as a measure of favorableness, (2) cumulative percent at "DISLIKED" as a measure of recognition, and (3) percent at "DISLIKED" as a measure of negative reaction.

TABLE 36
COMMERCIAL RECOGNITION AND RATING

	FREQUENCY	CUMULATIVE FREQUENCY	PERCENT	CUMULATIVE PERCENT
COMPUTERS PLUS (T120)				
VERY IMPORTANT	153	153	2.710	2.710
IMPORTANT	729	882	12.914	15.624
DIDN'T IMPRESS	2353	3235	41.683	57.307
DISLIKED	181	3416	3.206	60.514
NOT REMEMBERED	2229	5645	39.486	100.000
LASER TANK (T121)				
VERY IMPORTANT	175	175	3.102	3.102
IMPORTANT	1113	1288	19.727	22.829
DIDN'T IMPRESS	2215	3503	39.259	62.088
DISLIKED	242	3745	4.289	66.377
NOT REMEMBERED	1897	5642	33.623	100.000

TABLE 36 (continued)

COMMERCIAL RECOGNITION AND RATING

	FREQUENCY	CUMULATIVE FREQUENCY	PERCENT	CUMULATIVE PERCENT
DRIVE-IN (RESERVE) (T122)				
VERY IMPORTANT	146	146	2.590	2.590
IMPORTANT	176	322	3.123	5.713
DIDN'T IMPRESS	522	844	9.262	14.975
DISLIKED	448	1292	7.949	22.924
NOT REMEMBERED	4344	5636	77.076	100.000
"AIRCRAFT CARRIER" (T123)				
VERY IMPORTANT	135	135	2.394	2.394
IMPORTANT	576	711	10.213	12.606
DIDN'T IMPRESS	1184	1895	20.993	33.599
DISLIKED	207	2102	3.670	37.270
NOT REMEMBERED	3538	5640	62.730	100.000
OLD THEME SPOT (T124)				
VERY IMPORTANT	150	150	2.662	2.662
IMPORTANT	883	1033	15.670	18.332
DIDN'T IMPRESS	1477	2510	26.211	44.543
DISLIKED	228	2738	4.046	48.589
NOT REMEMBERED	2897	5635	51.411	100.000
CHECK FLIGHT (T125)				
VERY IMPORTANT	155	155	2.759	2.759
IMPORTANT	778	933	13.848	16.607
DIDN'T IMPRESS	1192	2125	21.218	37.825
DISLIKED	194	2319	3.453	41.278
NOT REMEMBERED	3299	5618	58.722	100.000
FLIGHT SCHOOL (T126)				
VERY IMPORTANT	175	175	3.129	3.129
IMPORTANT	988	1163	17.668	20.798
DIDN'T IMPRESS	1612	2775	28.827	49.624
DISLIKED	216	2991	3.863	53.487
NOT REMEMBERED	2601	5592	46.513	100.000

TABLE 36 (continued)

COMMERCIAL RECOGNITION AND RATING

	FREQUENCY	CUMULATIVE FREQUENCY	PERCENT	CUMULATIVE PERCENT
FATHER AND SON (RESERVE) (T127)				
VERY IMPORTANT	132	132	2.343	2.343
IMPORTANT	428	560	7.597	9.940
DIDN'T IMPRESS	955	1515	16.951	26.890
DISLIKED	225	1740	3.994	30.884
NOT REMEMBERED	3894	5634	69.116	100.000
RANGER PRIDE (T128)				
VERY IMPORTANT	261	261	4.606	4.606
IMPORTANT	1190	1451	20.999	25.604
DIDN'T IMPRESS	1495	2946	26.381	51.985
DISLIKED	232	3178	4.094	56.079
NOT REMEMBERED	2489	5667	43.921	100.000
VISIBILITY POOR (T129)				
VERY IMPORTANT	174	174	3.071	3.071
IMPORTANT	999	1173	17.631	20.702
DIDN'T IMPRESS	2498	3671	44.088	64.790
DISLIKED	280	3951	4.942	69.732
NOT REMEMBERED	1715	5666	30.268	100.000
DEP CHOICES (T130)				
VERY IMPORTANT	130	130	2.299	2.299
IMPORTANT	473	603	8.366	10.665
DIDN'T IMPRESS	1028	1631	18.182	28.847
DISLIKED	274	1905	4.846	33.693
NOT REMEMBERED	3749	5654	66.307	100.000
MODERN CITY (T131)				
VERY IMPORTANT	126	126	2.230	2.230
IMPORTANT	581	707	10.283	12.513
DIDN'T IMPRESS	1284	1991	22.726	35.239
DISLIKED	319	2310	5.646	40.885
NOT REMEMBERED	3340	5650	59.115	100.000

TABLE 36 (continued)

COMMERCIAL RECOGNITION AND RATING

	FREQUENCY	CUMULATIVE FREQUENCY	PERCENT	CUMULATIVE PERCENT
BRADLEY (T132)				
VERY IMPORTANT	140	140	2.478	2.478
IMPORTANT	477	617	8.444	10.922
DIDN'T IMPRESS	768	1385	13.595	24.518
DISLIKED	204	1589	3.611	28.129
NOT REMEMBERED	4060	5649	71.871	100.000
INFANTRY (T133)				
VERY IMPORTANT	166	166	2.939	2.939
IMPORTANT	1072	1238	18.980	21.919
DIDN'T IMPRESS	1670	2908	29.568	51.487
DISLIKED	264	3172	4.674	56.161
NOT REMEMBERED	2476	5648	43.839	100.000
GOOD COMPANY (T134)				
VERY IMPORTANT	201	201	3.554	3.554
IMPORTANT	1169	1370	20.672	24.226
DIDN'T IMPRESS	1495	2865	26.437	50.663
DISLIKED	283	3148	5.004	55.668
NOT REMEMBERED	2507	5655	44.332	100.000
SUPER PEOPLE REVIEW (T135)				
VERY IMPORTANT	167	167	2.959	2.959
IMPORTANT	594	761	10.526	13.486
DIDN'T IMPRESS	828	1589	14.673	28.159
DISLIKED	219	1808	3.881	32.040
NOT REMEMBERED	3835	5643	67.960	100.000
INFANTRY (T136)				
VERY IMPORTANT	125	125	2.208	2.208
IMPORTANT	716	841	12.650	14.859
DIDN'T IMPRESS	911	1752	16.095	30.954
DISLIKED	240	1992	4.240	35.194
NOT REMEMBERED	3668	5660	64.806	100.000

"Visibility Poor" is the most remembered commercial by these criteria, though it is not the most favorably rated. "Ranger Pride", "Good Company", and "Laser Tank" are each liked by at least 2-4% more of the recruits.

However, note that 37% of the recruits mistakenly recognize a nonexistent commercial about Army aircraft carriers. This miscomprehension could happen in "learning" during a commercial or in reading the survey item. The quick flashes in joint service commercials would not seem to be an effective method for learning the differences between the services nor in fact to learn that there are differences. Joint service commercials do not make it apparent that the service you enlist in controls how likely it is that your enlistment will be served on a ship, plane, or tank. Miscomprehension could also occur in reading the item; the recruit who just wants to get the survey completed may not take time to comprehend the word "Army" in conjunction with the phrase "aircraft carrier".

Recruits also reported seeing commercials that had not yet been shown. For instance, the "Bradley" commercial was not shown until after the survey period ended.

Given the problems noted above, the results of this survey's questions on commercial recognition need to be interpreted carefully and a full demographic analysis would be inappropriate at this time. However, it is useful to look at the data broken down by AFQT and ethnic group. Crosstabs of the data by these two variables are presented to examine whether the data is consistent with what would be expected from other sources.

Commercial Recognition and Ratings by AFQT and Ethnic Group

Tables 37 to 53 present the recognition and rating data for each commercial by AFQT and ethnic group. Frequencies are presented to clearly show the number of responses involved. Percentages add to 100% in each cell of the table, i.e., for each crossing of AFQT and ethnic group. Comparisons of cells can be made to see differences and similarities in ratings across ethnic group and AFQT categories. Information is also given in each table on the significance levels of AFQT and ethnic group differences in responding. In each case, the significance is judged after adding the other variable; thus the test is for the effect after removing the influence of the other variable. Finally, each table gives information on when the commercial was seen in FY83.

AFQT is significantly related to recognition and rating of all commercials ($p < .001$). As can be seen clearly in Tables 37 to 53, commercials are not as likely to be rated as important by higher AFQT recruits as they are by lower AFQT recruits. This is not an unexpected finding in the research literature on commercial messages. However, what would not have been anticipated is that higher AFQT recruits are more likely to say that they do not remember the commercial. This might imply that the measures are contaminated with miscomprehension. Lower AFQT recruits might be especially likely to be rating composite memories of commercials they have seen for military service. On the other hand, the unanticipated finding that higher AFQT recruits are less likely to recognize the commercials could result from less exposure to the commercials. Higher AFQT recruits are less likely to

report regularly watching many of the programs on which the Army advertises (see Tables 25 and 26).

Ethnic group is also related to several commercials. As can be seen in Tables 37 to 53, these differences are not as strong as the AFQT differences nor are the ethnic group differences consistent. For most commercials, Blacks show a higher rate of recognition as well as a higher rate of reporting that the commercial was important to their decision to enlist. There are no significant differences, however, for "Drive-In" or "Check Flight". For only one commercial is there a clear reversal of the ethnic group difference found for most of the the other commercials. "Ranger Pride" is the only commercial rated as more important to the enlistment decision by Whites than by Blacks in each AFQT category ($p < .001$). There are also trends in this direction for "Laser Tank" ($p = .05$) and for Wording 2 of the "Infantry" commercial ($p < .001$), though the differences are not as consistent nor as strong across the AFQT categories.

Discussion

The task given respondents in these items is more difficult than the task given in the 82 DA Survey which simply asked if the commercial was remembered or not. That task alone is formidable given that we ask the recruits to recognize an audiovisual commercial from a printed word description. It is also a formidable task given that recognition and comprehension may decline rapidly. As one example, Bogart (1967, pp. 109-110) cites research to indicate that fewer than 20% of a group of 5,275 respondents could recall the identity of a TV commercial they had viewed just a few minutes earlier. Of course in that study the commercial was being shown in an artificial context and was being seen for the first time. It is also important to consider that comprehension measures are measurement bound. Mizerski (1982) cites data that a copy point in a commercial viewed a few minutes earlier was recalled by only 60% unaided and 65% aided but was recognized by 98%. Comprehension of advertising is likely to improve with exposure and for frequently seen commercials may far exceed Bogart's results.

As can be seen in Table 35, our measure of commercial recognition was expanded to include affective reactions in 1983. This increase in task complexity may have resulted in greater measurement error than in 1982. The change in measurement may preclude any comparison of 82 and 83 results; and the data presented here may not be comparable to other data not measured in the exact same way.

It is recommended the findings reported here for commercial recognition and ratings be considered tentative and no action be based solely on these findings without other supporting data.

The findings reported here are strong enough to suggest that further research is needed on differential appeal of Army commercials. It is suggested that one approach to this research may be playing videotape or videodisk copies of the commercials to recruits rather than using written descriptions. This could be done at the Reception Stations as the 82 and 83 surveys were done. However it would be much better if commercial recognition were assessed at the point of purchase or before. JOIN systems at recruiting

TABLE 37
COMPUTERS PLUS by AFQT and Ethnic Group

		Percentages			Frequencies		
		WHITE	BLACK	TOTAL	WHITE	BLACK	TOTAL
4A4B	Not remembered	39.7	36.5	38.2	58	50	108
	Disliked	4.1	3.6	3.9	6	5	11
	Didn't impress	37.0	32.1	34.6	54	44	98
	Important	19.2	27.7	23.3	28	38	66
	TOTAL	100.0	100.0	100.0	146	137	283
3B	Not remembered	40.7	33.3	38.2	381	159	540
	Disliked	5.3	2.9	4.5	50	14	64
	Didn't impress	39.0	38.6	38.8	365	184	549
	Important	15.0	25.2	18.5	141	120	261
	TOTAL	100.0	100.0	100.0	937	477	1414
3A	Not remembered	40.0	42.5	40.4	416	85	501
	Disliked	3.6	4.5	3.7	37	9	46
	Didn't impress	43.3	31.5	41.4	451	63	514
	Important	13.2	21.5	14.5	137	43	180
	TOTAL	100.0	100.0	100.0	1041	200	1241
1&2	Not remembered	40.6	44.9	40.9	632	53	685
	Disliked	2.0	1.7	2.0	31	2	33
	Didn't impress	46.7	30.5	45.6	728	36	764
	Important	10.7	22.9	11.6	167	27	194
	TOTAL	100.0	100.0	100.0	1558	118	1676

Note: N is 4614 MALE NPS RA recruits surveyed by the 1983 ARI Survey.
 AFQT controlled for Ethnic Group: $X^2(9 \text{ df}) = 39.45, p < .001$
 Ethnic Group controlled for AFQT: $X^2(3 \text{ df}) = 45.53, p < .001$
 Allocation of FY 83 TV spots: 0%

stations or MEPS would seem perfect for administering this type of survey. It is also suggested that an independent copy test firm with access to the general youth population may be able to provide hard figures on the differential appeal of commercials by various demographic categories. This could be done with animatics before incurring production costs for new commercials.

TABLE 38
LASER TANK by AFQT and Ethnic Group

		Percentages			Frequencies		
		WHITE	BLACK	TOTAL	WHITE	BLACK	TOTAL
4A4B	Not remembered	31.1	30.7	30.9	46	42	88
	Disliked	9.5	6.6	8.1	14	9	23
	Didn't impress	29.7	35.8	32.6	44	49	93
	Important	29.7	27.0	28.4	44	37	81
	TOTAL	100.0	100.0	100.0	148	137	285
3B	Not remembered	33.7	29.2	32.2	315	140	455
	Disliked	5.6	7.7	6.3	52	37	89
	Didn't impress	34.2	39.0	35.8	319	187	506
	Important	26.6	24.0	25.7	248	115	363
	TOTAL	100.0	100.0	100.0	934	479	1413
3A	Not remembered	31.1	31.3	31.2	323	63	386
	Disliked	5.2	6.0	5.3	54	12	66
	Didn't impress	38.7	37.8	38.6	402	76	478
	Important	25.0	24.9	24.9	259	50	309
	TOTAL	100.0	100.0	100.0	1038	201	1239
182	Not remembered	31.4	32.5	31.4	487	38	525
	Disliked	1.9	3.4	2.0	30	4	34
	Didn't impress	44.9	53.0	45.4	697	62	759
	Important	21.8	11.1	21.1	339	13	352
	TOTAL	100.0	100.0	100.0	1553	117	1670

Note: N is 4607 MALE NPS RA recruits surveyed by the 1983 ARI Survey.
 AFQT controlled for Ethnic Group: $X^2(9 \text{ df}) = 76.86, p < .001$
 Ethnic Group controlled for AFQT: $X^2(3 \text{ df}) = 8.15, p < .05$
 Allocation of FY 83 TV spots: 15%

TABLE 39
DRIVE-IN (RESERVE) by AFQT and Ethnic Group

		Percentages			Frequencies		
		WHITE	BLACK	TOTAL	WHITE	BLACK	TOTAL
4A4B	Not remembered	64.6	69.6	67.0	95	94	189
	Disliked	9.5	11.9	10.6	14	16	30
	Didn't impress	15.0	12.6	13.8	22	17	39
	Important	10.9	5.9	8.5	16	8	24
	TOTAL	100.0	100.0	100.0	147	135	282
3B	Not remembered	72.8	69.1	71.6	681	331	1012
	Disliked	9.8	10.0	9.9	92	48	140
	Didn't impress	9.8	12.1	10.6	92	58	150
	Important	7.5	8.8	7.9	70	42	112
	TOTAL	100.0	100.0	100.0	935	479	1414
3A	Not remembered	76.0	72.1	75.4	796	142	938
	Disliked	9.0	8.6	8.9	94	17	111
	Didn't impress	9.1	13.2	9.7	95	26	121
	Important	5.9	6.1	5.9	62	12	74
	TOTAL	100.0	100.0	100.0	1047	197	1244
1&2	Not remembered	83.0	81.7	82.9	1287	94	1381
	Disliked	5.9	5.2	5.8	91	6	97
	Didn't impress	8.0	7.8	8.0	124	9	133
	Important	3.2	5.2	3.3	49	6	55
	TOTAL	100.0	100.0	100.0	1551	115	1666

Note: N is 4606 MALE NPS RA recruits surveyed by the 1983 ARI Survey.
 AFQT controlled for Ethnic Group: $X^2(9 \text{ df}) = 68.59, p < .001$
 Ethnic Group controlled for AFQT: $X^2(3 \text{ df}) = 2.91, p \text{ is ns}$
 Allocation of FY 83 TV spots: Spot market for USAR recruiting.

TABLE 40

"ARMY AIRCRAFT CARRIER" by AFQT and Ethnic Group

		Percentages			Frequencies		
		WHITE	BLACK	TOTAL	WHITE	BLACK	TOTAL
4A4B	Not remembered	55.8	50.7	53.4	82	69	151
	Disliked	8.2	5.1	6.7	12	7	19
	Didn't impress	16.3	20.6	18.4	24	28	52
	Important	19.7	23.5	21.6	29	32	61
	TOTAL	100.0	100.0	100.0	147	136	283
3B	Not remembered	61.4	44.4	55.6	575	213	788
	Disliked	5.8	5.6	5.7	54	27	81
	Didn't impress	19.2	29.2	22.6	180	140	320
	Important	13.7	20.8	16.1	128	100	228
	TOTAL	100.0	100.0	100.0	937	480	1417
3A	Not remembered	67.1	53.0	64.9	699	106	805
	Disliked	3.5	5.0	3.7	36	10	46
	Didn't impress	19.1	26.0	20.2	199	52	251
	Important	10.3	16.0	11.2	107	32	139
	TOTAL	100.0	100.0	100.0	1041	200	1241
1&2	Not remembered	75.0	67.2	74.4	1161	78	1239
	Disliked	1.5	2.6	1.6	24	3	27
	Didn't impress	16.0	18.1	16.2	248	21	269
	Important	7.5	12.1	7.8	116	14	130
	TOTAL	100.0	100.0	100.0	1549	116	1665

Note: N is 4606 MALE NPS RA recruits surveyed by the 1983 ARI Survey.

AFQT controlled for Ethnic Group: $\chi^2(9 \text{ df}) = 114.45, p < .001$

Ethnic Group controlled for AFQT: $\chi^2(3 \text{ df}) = 54.07, p < .001$

There is no such Army commercial.

TABLE 41
THEME SPOT by AFQT and Ethnic Group

		Percentages			Frequencies		
		WHITE	BLACK	TOTAL	WHITE	BLACK	TOTAL
4A4B	Not remembered	50.7	43.4	47.2	75	59	134
	Disliked	6.1	5.9	6.0	9	8	17
	Didn't impress	22.3	15.4	19.0	33	21	54
	Important	20.9	35.3	27.8	31	48	79
	TOTAL	100.0	100.0	100.0	148	136	284
3B	Not remembered	52.0	36.0	46.5	484	173	657
	Disliked	4.9	5.4	5.1	46	26	72
	Didn't impress	25.7	26.0	25.8	239	125	364
	Important	17.4	32.6	22.6	162	157	319
	TOTAL	100.0	100.0	100.0	931	481	1412
3A	Not remembered	53.3	45.5	52.0	552	91	643
	Disliked	4.9	4.5	4.9	51	9	60
	Didn't impress	27.1	25.0	26.8	281	50	331
	Important	14.7	25.0	16.3	152	50	202
	TOTAL	100.0	100.0	100.0	1036	200	1236
1&2	Not remembered	56.6	56.0	56.5	878	65	943
	Disliked	3.1	0.0	2.9	48	0	48
	Didn't impress	29.3	27.6	29.2	455	32	487
	Important	11.0	16.4	11.4	171	19	190
	TOTAL	100.0	100.0	100.0	1552	116	1668

Note: N is 4600 MALE NPS RA recruits surveyed by the 1983 ARI Survey.
 AFQT controlled for Ethnic Group: $X^2(9 \text{ df}) = 64.06, p < .001$
 Ethnic Group controlled for AFQT: $X^2(3 \text{ df}) = 63.96, p < .001$
 Allocation of FY 83 TV spots: 0% (but Theme Spot II allocated 14%)

TABLE 42
CHECK FLIGHT by AFQT and Ethnic Group

		Percentages			Frequencies		
		WHITE	BLACK	TOTAL	WHITE	BLACK	TOTAL
4A4B	Not remembered	44.5	54.8	49.5	65	74	139
	Disliked	4.1	5.2	4.6	6	7	13
	Didn't impress	27.4	21.5	24.6	40	29	69
	Important	24.0	18.5	21.4	35	25	60
	TOTAL	100.0	100.0	100.0	146	135	281
3B	Not remembered	53.9	52.5	53.4	504	249	753
	Disliked	3.7	4.2	3.9	35	20	55
	Didn't impress	20.5	23.8	21.6	192	113	305
	Important	21.8	19.4	21.0	204	92	296
	TOTAL	100.0	100.0	100.0	935	474	1409
3A	Not remembered	58.4	52.0	57.4	603	103	706
	Disliked	4.7	4.5	4.7	49	9	58
	Didn't impress	20.6	26.3	21.5	213	52	265
	Important	16.3	17.2	16.4	168	34	202
	TOTAL	100.0	100.0	100.0	1033	198	1231
1&2	Not remembered	64.5	64.7	64.5	999	75	1074
	Disliked	2.0	1.7	2.0	31	2	33
	Didn't impress	20.3	22.4	20.5	315	26	341
	Important	13.1	11.2	13.0	203	13	216
	TOTAL	100.0	100.0	100.0	1548	116	1664

Note: N is 4585 MALE NPS RA recruits surveyed by the 1983 ARI Survey.

AFQT controlled for Ethnic Group: $X^2(9 \text{ df}) = 69.96, p < .001$

Ethnic Group controlled for AFQT: $X^2(3 \text{ df}) = 3.63, p \text{ is ns}$

Allocation of FY 83 TV spots: 0%

TABLE 43

HIGH SCHOOL TO FLIGHT SCHOOL by AFQT and Ethnic Group

		Percentages			Frequencies		
		WHITE	BLACK	TOTAL	WHITE	BLACK	TOTAL
4A4B	Not remembered	44.5	42.2	43.4	65	57	122
	Disliked	4.8	5.2	5.0	7	7	14
	Didn't impress	24.0	25.9	24.9	35	35	70
	Important	26.7	26.7	26.7	39	36	75
	TOTAL	100.0	100.0	100.0	146	135	281
3B	Not remembered	43.2	36.6	40.9	401	173	574
	Disliked	6.0	5.5	5.8	56	26	82
	Didn't impress	26.5	31.9	28.3	246	151	397
	Important	24.3	26.0	24.9	226	123	349
	TOTAL	100.0	100.0	100.0	929	473	1402
3A	Not remembered	46.3	38.7	45.1	477	77	554
	Disliked	4.5	5.5	4.6	46	11	57
	Didn't impress	28.3	32.2	29.0	292	64	356
	Important	20.9	23.6	21.3	215	47	262
	TOTAL	100.0	100.0	100.0	1030	199	1229
1&2	Not remembered	50.3	46.6	50.0	775	54	829
	Disliked	2.0	3.4	2.1	31	4	35
	Didn't impress	30.3	30.2	30.3	467	35	502
	Important	17.4	19.8	17.6	268	23	291
	TOTAL	100.0	100.0	100.0	1541	116	1657

Note: N is 4569 MALE NPS RA recruits surveyed by the 1983 ARI Survey.

AFQT controlled for Ethnic Group: $\chi^2(9 \text{ df}) = 58.54, p < .001$

Ethnic Group controlled for AFQT: $\chi^2(3 \text{ df}) = 9.73, p < .05$

Allocation of FY 83 TV spots: 10% (allocation ended in March 83)

TABLE 44
FATHER AND SON (RESERVE) by AFQT and Ethnic Group

		Percentages			Frequencies		
		WHITE	BLACK	TOTAL	WHITE	BLACK	TOTAL
4A4B	Not remembered	64.2	56.9	60.7	95	78	173
	Disliked	4.1	3.6	3.9	6	5	11
	Didn't impress	18.9	20.4	19.6	28	28	56
	Important	12.8	19.0	15.8	19	26	45
	TOTAL	100.0	100.0	100.0	148	137	285
3B	Not remembered	62.2	57.6	60.7	582	277	859
	Disliked	5.7	4.6	5.3	53	22	75
	Didn't impress	19.6	23.1	20.8	183	111	294
	Important	12.5	14.8	13.3	117	71	188
	TOTAL	100.0	100.0	100.0	935	481	1416
3A	Not remembered	70.7	66.3	70.0	735	130	865
	Disliked	4.7	4.1	4.6	49	8	57
	Didn't impress	15.6	20.9	16.4	162	41	203
	Important	9.0	8.7	8.9	93	17	110
	TOTAL	100.0	100.0	100.0	1039	196	1235
1&2	Not remembered	75.6	65.8	74.9	1175	77	1252
	Disliked	2.6	2.6	2.6	40	3	43
	Didn't impress	15.6	21.4	16.0	242	25	267
	Important	6.2	10.3	6.5	97	12	109
	TOTAL	100.0	100.0	100.0	1554	117	1671

Note: N is 4607 MALE NPS RA recruits surveyed by the 1983 ARI Survey.

AFQT controlled for Ethnic Group: $\chi^2(9 \text{ df}) = 75.95, p < .001$

Ethnic Group controlled for AFQT: $\chi^2(3 \text{ df}) = 13.16, p < .01$

Allocation of FY 83 TV spots: Spot market for USAR recruiting.

TABLE 45
RANGER PRIDE by AFQT and Ethnic Group

		Percentages			Frequencies		
		WHITE	BLACK	TOTAL	WHITE	BLACK	TOTAL
4A4B	Not remembered	39.5	45.7	42.5	58	63	121
	Disliked	8.8	5.8	7.4	13	8	21
	Didn't impress	21.1	26.8	23.9	31	37	68
	Important	30.6	21.7	26.3	45	30	75
	TOTAL	100.0	100.0	100.0	147	138	285
3B	Not remembered	40.3	37.3	39.3	382	180	562
	Disliked	5.5	7.0	6.0	52	34	86
	Didn't impress	24.6	30.2	26.5	233	146	379
	Important	29.6	25.5	28.2	280	123	403
	TOTAL	100.0	100.0	100.0	947	483	1430
3A	Not remembered	44.3	36.0	42.9	463	72	535
	Disliked	4.1	5.5	4.3	43	11	54
	Didn't impress	23.8	36.0	25.8	249	72	321
	Important	27.8	22.5	27.0	291	45	336
	TOTAL	100.0	100.0	100.0	1046	200	1246
182	Not remembered	42.5	49.6	43.0	661	58	719
	Disliked	2.3	2.6	2.3	36	3	39
	Didn't impress	29.3	29.1	29.3	456	34	490
	Important	25.9	18.8	25.4	404	22	426
	TOTAL	100.0	100.0	100.0	1557	117	1674

Note: N is 4635 MALE NPS RA recruits surveyed by the 1983 ARI Survey.

AFQT controlled for Ethnic Group: $X^2(9 \text{ df}) = 42.19, p < .001$

Ethnic Group controlled for AFQT: $X^2(3 \text{ df}) = 18.52, p < .001$

Allocation of FY 83 TV spots: 17% (allocation for FY 83 started December 1982)

TABLE 46
VISIBILITY POOR by AFQT and Ethnic Group

		Percentages			Frequencies		
		WHITE	BLACK	TOTAL	WHITE	BLACK	TOTAL
4A4B	Not remembered	33.6	31.4	32.5	50	43	93
	Disliked	7.4	5.1	6.3	11	7	18
	Didn't impress	32.9	29.2	31.1	49	40	89
	Important	26.2	34.3	30.1	39	47	86
	TOTAL	100.0	100.0	100.0	149	137	286
3B	Not remembered	30.7	25.5	28.9	290	121	411
	Disliked	6.0	7.4	6.5	57	35	92
	Didn't impress	42.0	40.8	41.6	397	194	591
	Important	21.3	26.3	23.0	201	125	326
	TOTAL	100.0	100.0	100.0	945	475	1420
3A	Not remembered	31.2	23.6	30.0	325	47	372
	Disliked	5.6	4.5	5.4	58	9	67
	Didn't impress	46.1	43.7	45.7	481	87	568
	Important	17.2	28.1	18.9	179	56	235
	TOTAL	100.0	100.0	100.0	1043	199	1242
1&2	Not remembered	28.7	28.2	28.6	447	33	480
	Disliked	4.0	2.6	3.9	62	3	65
	Didn't impress	53.0	47.9	52.7	827	56	883
	Important	14.4	21.4	14.8	224	25	249
	TOTAL	100.0	100.0	100.0	1560	117	1677

Note: N is 4625 MALE NPS RA recruits surveyed by the 1983 ARI Survey.

AFQT controlled for Ethnic Group: $X^2(9 \text{ df}) = 67.45, p < .001$

Ethnic Group controlled for AFQT: $X^2(3 \text{ df}) = 21.46, p < .001$

Allocation of FY 83 TV spots: 15%

TABLE 47

DEP CHOICES by AFQT and Ethnic Group

		Percentages			Frequencies		
		WHITE	BLACK	TOTAL	WHITE	BLACK	TOTAL
4A4B	Not remembered	57.4	53.7	55.6	85	73	158
	Disliked	8.1	2.2	5.3	12	3	15
	Didn't impress	20.9	24.3	22.5	31	33	64
	Important	13.5	19.9	16.5	20	27	47
	TOTAL	100.0	100.0	100.0	148	136	284
3B	Not remembered	59.2	56.1	58.2	558	267	825
	Disliked	6.9	6.1	6.6	65	29	94
	Didn't impress	20.7	18.9	20.1	195	90	285
	Important	13.2	18.9	15.1	124	90	214
	TOTAL	100.0	100.0	100.0	942	476	1418
3A	Not remembered	67.9	55.2	65.8	705	111	816
	Disliked	5.7	7.5	6.0	59	15	74
	Didn't impress	17.4	22.9	18.3	181	46	227
	Important	9.0	14.4	9.9	94	29	123
	TOTAL	100.0	100.0	100.0	1039	201	1240
1&2	Not remembered	74.9	66.4	74.3	1166	77	1243
	Disliked	3.3	2.6	3.3	52	3	55
	Didn't impress	17.1	19.0	17.3	267	22	289
	Important	4.6	12.1	5.1	72	14	86
	TOTAL	100.0	100.0	100.0	1557	116	1673

Note: N is 4615 MALE NPS RA recruits surveyed by the 1983 ARI Survey.

AFQT controlled for Ethnic Group: $X^2(9 \text{ df}) = 108.3, p < .001$

Ethnic Group controlled for AFQT: $X^2(3 \text{ df}) = 24.22, p < .001$

Allocation of FY 83 TV spots: 4% (New, added to allocation late Spring 1983)

TABLE 48
MODERN CITY by AFQT and Ethnic Group

		Percentages			Frequencies		
		WHITE	BLACK	TOTAL	WHITE	BLACK	TOTAL
4A4B	Not remembered	53.0	51.1	52.1	79	69	148
	Disliked	7.4	3.7	5.6	11	5	16
	Didn't impress	19.5	21.5	20.4	29	29	58
	Important	20.1	23.7	21.8	30	32	62
	TOTAL	100.0	100.0	100.0	149	135	284
3B	Not remembered	57.9	43.4	53.0	545	207	752
	Disliked	7.1	8.6	7.6	67	41	108
	Didn't impress	19.9	29.8	23.2	187	142	329
	Important	15.1	18.2	16.1	142	87	229
	TOTAL	100.0	100.0	100.0	941	477	1418
3A	Not remembered	60.8	50.5	59.2	634	99	733
	Disliked	6.5	5.6	6.4	68	11	79
	Didn't impress	22.0	30.6	23.3	229	60	289
	Important	10.7	13.3	11.1	111	26	137
	TOTAL	100.0	100.0	100.0	1042	196	1238
1&2	Not remembered	64.9	54.3	64.2	1010	63	1073
	Disliked	4.6	3.4	4.5	72	4	76
	Didn't impress	22.8	26.7	23.1	355	31	386
	Important	7.6	15.5	8.2	119	18	137
	TOTAL	100.0	100.0	100.0	1556	116	1672

Note: N is 4612 MALE NPS RA recruits surveyed by the 1983 ARI Survey.

AFQT controlled for Ethnic Group: $X^2(9 \text{ df}) = 65.91, p < .001$

Ethnic Group controlled for AFQT: $X^2(3 \text{ df}) = 39.23, p < .001$

Allocation of FY 83 TV spots: 0%

TABLE 49
BRADLEY by AFQT and Ethnic Group

		Percentages			Frequencies		
		WHITE	BLACK	TOTAL	WHITE	BLACK	TOTAL
4A4B	Not remembered	57.0	65.4	61.1	85	89	174
	Disliked	6.0	5.1	5.6	9	7	16
	Didn't impress	17.4	11.0	14.4	26	15	41
	Important	19.5	18.4	18.9	29	25	54
	TOTAL	100.0	100.0	100.0	149	136	285
3B	Not remembered	66.3	60.5	64.4	624	290	914
	Disliked	3.8	8.8	5.5	36	42	78
	Didn't impress	15.3	17.1	15.9	144	82	226
	Important	14.6	13.6	14.2	137	65	202
	TOTAL	100.0	100.0	100.0	941	479	1420
3A	Not remembered	71.5	65.7	70.6	742	130	872
	Disliked	3.9	4.0	4.0	41	8	49
	Didn't impress	13.5	18.2	14.2	140	36	176
	Important	11.1	12.1	11.2	115	24	139
	TOTAL	100.0	100.0	100.0	1038	198	1236
1&2	Not remembered	79.3	73.3	78.8	1234	85	1319
	Disliked	1.5	2.6	1.6	24	3	27
	Didn't impress	12.4	12.9	12.4	193	15	208
	Important	6.8	11.2	7.1	106	13	119
	TOTAL	100.0	100.0	100.0	1557	116	1673

Note: N is 4614 MALE NPS RA recruits surveyed by the 1983 ARI Survey.

AFQT controlled for Ethnic Group: $X^2(9 \text{ df}) = 97.07, p < .001$

Ethnic Group controlled for AFQT: $X^2(3 \text{ df}) = 11.35, p < .01$

Allocation of FY 83 TV spots: 4% (New, added to allocation August 1983)

TABLE 50
INFANTRY (WORDING 2) by AFQT and Ethnic Group

		Percentages			Frequencies		
		WHITE	BLACK	TOTAL	WHITE	BLACK	TOTAL
4A4B	Not remembered	38.9	41.9	40.4	58	57	115
	Disliked	9.4	4.4	7.0	14	6	20
	Didn't impress	22.8	29.4	26.0	34	40	74
	Important	28.9	24.3	26.7	43	33	76
	TOTAL	100.0	100.0	100.0	149	136	285
3B	Not remembered	41.3	35.8	39.5	386	172	558
	Disliked	3.2	8.3	5.0	30	40	70
	Didn't impress	28.6	30.4	29.2	267	146	413
	Important	26.9	25.4	26.4	251	122	373
	TOTAL	100.0	100.0	100.0	934	480	1414
3A	Not remembered	44.4	32.5	42.5	462	64	526
	Disliked	5.3	10.2	6.1	55	20	75
	Didn't impress	27.0	35.0	28.3	281	69	350
	Important	23.3	22.3	23.1	242	44	286
	TOTAL	100.0	100.0	100.0	1040	197	1237
1&2	Not remembered	49.3	45.4	49.0	768	54	822
	Disliked	3.2	6.7	3.5	50	8	58
	Didn't impress	30.2	33.6	30.4	470	40	510
	Important	17.3	14.3	17.1	269	17	286
	TOTAL	100.0	100.0	100.0	1557	119	1676

Note: N is 4612 MALE NPS RA recruits surveyed by the 1983 ARI Survey.
 AFQT controlled for Ethnic Group: $\chi^2(9 \text{ df}) = 59.57, p < .001$
 Ethnic Group controlled for AFQT: $\chi^2(3 \text{ df}) = 26.75, p < .001$
 Allocation of FY 83 TV spots: 0%

TABLE 51

GOOD COMPANY by AFQT and Ethnic Group

		Percentages			Frequencies		
		WHITE	BLACK	TOTAL	WHITE	BLACK	TOTAL
4A4B	Not remembered	47.0	34.1	40.8	70	47	117
	Disliked	6.7	3.6	5.2	10	5	15
	Didn't impress	20.1	29.7	24.7	30	41	71
	Important	26.2	32.6	29.3	39	45	84
	TOTAL	100.0	100.0	100.0	149	138	287
3B	Not remembered	42.6	33.6	39.5	400	160	560
	Disliked	6.3	9.9	7.5	59	47	106
	Didn't impress	29.9	27.7	29.2	281	132	413
	Important	21.3	28.8	23.8	200	137	337
	TOTAL	100.0	100.0	100.0	940	476	1416
3A	Not remembered	45.3	34.0	43.5	473	67	540
	Disliked	5.8	4.1	5.5	60	8	68
	Didn't impress	24.2	27.9	24.8	252	55	307
	Important	24.7	34.0	26.2	258	67	325
	TOTAL	100.0	100.0	100.0	1043	197	1240
1&2	Not remembered	49.3	44.4	49.0	769	52	821
	Disliked	3.4	3.4	3.4	53	4	57
	Didn't impress	25.9	31.6	26.3	404	37	441
	Important	21.4	20.5	21.3	334	24	358
	TOTAL	100.0	100.0	100.0	1560	117	1677

Note: N is 4620 MALE NPS RA recruits surveyed by the 1983 ARI Survey.

AFQT controlled for Ethnic Group: $X^2(9 \text{ df}) = 40.69, p < .001$

Ethnic Group controlled for AFQT: $X^2(3 \text{ df}) = 26.79, p < .001$

Allocation of FY 83 TV spots: 0%

TABLE 52
SUPER PEOPLE REVIEW by AFQT and Ethnic Group

		Percentages			Frequencies		
		WHITE	BLACK	TOTAL	WHITE	BLACK	TOTAL
4A4B	Not remembered	54.8	54.4	54.6	80	74	154
	Disliked	7.5	5.1	6.4	11	7	18
	Didn't impress	17.8	16.2	17.0	26	22	48
	Important	19.9	24.3	22.0	29	33	62
	TOTAL	100.0	100.0	100.0	146	136	282
3B	Not remembered	63.4	51.4	59.4	595	244	839
	Disliked	6.1	4.4	5.5	57	21	78
	Didn't impress	17.9	22.7	19.5	168	108	276
	Important	12.6	21.5	15.6	118	102	220
	TOTAL	100.0	100.0	100.0	938	475	1413
3A	Not remembered	70.4	54.5	67.8	731	108	839
	Disliked	4.1	8.6	4.9	43	17	60
	Didn't impress	14.9	15.7	15.0	155	31	186
	Important	10.6	21.2	12.3	110	42	152
	TOTAL	100.0	100.0	100.0	1039	198	1237
182	Not remembered	77.4	74.4	77.2	1206	87	1293
	Disliked	2.6	0.0	2.4	40	0	40
	Didn't impress	11.2	12.8	11.3	175	15	190
	Important	8.8	12.8	9.1	137	15	152
	TOTAL	100.0	100.0	100.0	1558	117	1675

Note: N is 4607 MALE NPS RA recruits surveyed by the 1983 ARI Survey.
 AFQT controlled for Ethnic Group: $X^2(9 \text{ df}) = 98.61, p < .001$
 Ethnic Group controlled for AFQT: $X^2(3 \text{ df}) = 42.37, p < .001$
 Allocation of FY 83 TV spots: 0x

TABLE 53
INFANTRY (WORDING 1) by AFQT and Ethnic Group

		Percentages			Frequencies		
		WHITE	BLACK	TOTAL	WHITE	BLACK	TOTAL
4A4B	Not remembered	51.7	56.9	54.2	76	78	154
	Disliked	7.5	5.1	6.3	11	7	18
	Didn't impress	17.7	22.6	20.1	26	31	57
	Important	23.1	15.3	19.4	34	21	55
	TOTAL	100.0	100.0	100.0	147	137	284
3B	Not remembered	60.1	51.5	57.2	564	247	811
	Disliked	6.0	8.8	6.9	56	42	98
	Didn't impress	15.2	21.7	17.4	143	104	247
	Important	18.7	18.1	18.5	176	87	263
	TOTAL	100.0	100.0	100.0	939	480	1419
3A	Not remembered	63.9	59.0	63.1	664	118	782
	Disliked	4.0	5.5	4.3	42	11	53
	Didn't impress	16.5	21.0	17.2	171	42	213
	Important	15.6	14.5	15.4	162	29	191
	TOTAL	100.0	100.0	100.0	1039	200	1239
1&2	Not remembered	73.4	64.1	72.7	1147	75	1222
	Disliked	2.1	3.4	2.2	33	4	37
	Didn't impress	13.7	22.2	14.3	214	26	240
	Important	10.8	10.3	10.8	169	12	181
	TOTAL	100.0	100.0	100.0	1563	117	1680

Note: N is 4622 MALE NPS RA recruits surveyed by the 1983 ARI Survey.
 AFQT controlled for Ethnic Group: $X^2(9 \text{ df}) = 96.14, p < .001$
 Ethnic Group controlled for AFQT: $X^2(3 \text{ df}) = 22.62, p < .001$
 Allocation of FY 83 TV spots: 0%

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U. S. ARMY ADVERTISING FROM THE RECRUITS' VIEWPOINT

APPENDIX A: ITEMS IN THE 1983 ARI SURVEY OF RECRUITS

ITEMS IN THE 1983 ARI SURVEY OF RECRUITS
CROSS REFERENCED TO ITEMS IN THE 1982 DA SURVEY

1983 ARI SURVEY					1982 DA SURVEY			NOTES	ITEM DESCRIPTION
ITEM ID	FORM				FORM				
	A	B	C	D	OF	2	4		
	COMPONENT				COMPONENT				
	RA	RA	RA	R/NG	ALL	RA	R/NG		
	POSITION				ITEM ID AND POSITION				
T1	1	1	1	1	067	RR71	SS66	Expected satisfaction with Army life	
T2	2	2						Influenced by information from a job fair	
T3	3	3		3				Influenced by a friend of mine enlisting	
T4	4	4		4				Influenced by a recruiter aide	
T5	5	5		5				Influenced by a recruiter from another service	
T6	6	6						Influenced by a state employment counselor	
T7	7	7						Influenced by a priest/minister/rabbi	
T8	8	8						Influenced by a policeman/judge/probation officer	
T9	9	9		9				Influenced by information posted at state employment office	
T10	10	10		10				Influenced by information in an Army radio ad	
T11	11	11		11				Influenced by information in an Army TV ad	
T12	12	12		12				Influenced by information in an Army magazine ad	
T13	13	13		13				Influenced by information posted at school	
T14	14	14		14				Influenced by information from REACT	
T15	15	15		15				Influenced by information in nonolicited Army mailing	
T16	16	16		16				Influenced by recruiter who contacted me	
T17	17	17		17				Influenced by job rejection for lack of experience/training	
T18		18		*b				Influenced by a teacher at school	
T19		19		*b				Influenced by school counselor	
T20		20		*a				Influenced by father	
T21		21		*a				Influenced by mother	
T22		22		*a				Influenced by brother or sister	
T23		23		*a				Influenced by another relative	
T24		24		8				Influenced by girlfriend/boyfriend/husband/wife	
T25	18	25		18				First contact with Army recruiter	
T26	19	26		19				Circumstances of first contact	
T27A	20	27		20				No prior contact with other services	
T27B	20	27		20 *				Prior contact with Army Reserve	
T27C	20	27		20 *				Prior contact with Army National Guard	
T27D	20	27		20				Prior contact with Air Force (active)	
T27E	20	27		20				Prior contact with Air Force Reserve	
T27F	20	27		20				Prior contact with Air Force National Guard	
T27G	20	27		20				Prior contact with Navy (active)	
T27H	20	27		20				Prior contact with Navy Reserve	
T27I	20	27		20				Prior contact with Marines (active)	
T27J	20	27		20				Prior contact with Marine Reserve	
T28A	21	28		21				Did not apply to another service	
T28B	21	28		21 *				Applied for enlistment in Army Reserve	
T28C	21	28		21 *				Applied for enlistment in Army National Guard	
T28D	21	28		21				Applied for enlistment in Air Force (active)	
T28E	21	28		21				Applied for enlistment in Air Force Reserve	
T28F	21	28		21				Applied for enlistment in Air Force National Guard	

1983 ARI SURVEY				1982 DA SURVEY					
ITEM ID	POSITION			ITEM ID AND POSITION		NOTES	ITEM DESCRIPTION		
T28G	21	28	21				Applied for enlistment in Navy (active)		
T28H	21	28	21				Applied for enlistment in Navy Reserve		
T28I	21	28	21				Applied for enlistment in Marines (active)		
T28J	21	28	21				Applied for enlistment in Marine Reserve		
T29A	22	29	22				Waiting list for other service(s) had no influence		
T29B	22	29	22 *	R69	S69	-e-	Waiting list stopped application for Army Reserve		
T29C	22	29	22 *	R70	S70	-e-	Waiting list stopped application for Army National Guard		
T29D	22	29	22	R71	S71	-e-	Waiting list stopped application for Air Force (active)		
T29E	22	29	22	R72	S72	-e-	Waiting list stopped application for Air Force Reserve		
T29F	22	29	22	R73	S73	-e-	Waiting list stopped application for Air Force National Guard		
T29G	22	29	22	R74	S74	-e-	Waiting list stopped application for Navy (active)		
T29H	22	29	22	R75	S75	-e-	Waiting list stopped application for Navy Reserve		
T29I	22	29	22	R76	S76	-e-	Waiting list stopped application for Marines (active)		
T29J	22	29	22	R77	S77	-e-	Waiting list stopped application for Marine Reserve		
T30A	23	30	23				Not disqualified by another service		
T30B	23	30	23 *				Disqualified for Army Reserve		
T30C	23	30	23 *				Disqualified for Army National Guard		
T30D	23	30	23				Disqualified for Air Force (active)		
T30E	23	30	23				Disqualified for Air Force Reserves		
T30F	23	30	23				Disqualified for Air Force National Guard		
T30G	23	30	23				Disqualified for Navy (active)		
T30H	23	30	23				Disqualified for Navy Reserve		
T30I	23	30	23				Disqualified for Marines (active)		
T30J	23	30	23				Disqualified for Marine Reserve		
T31	24	31	9	24			Service of first choice		
T32	25	32	10	25			Service of second choice		
T33	26	33	11	26			Service of third choice		
T34	27	34	12	27			Service of fourth choice		
T35		43	47	81			T/F: Didn't qualify for desired military work		
T36		44	48	82			T/F: Counselor gave choice of jobs		
T37		45	49	83			T/F: Date of entry set to get preferred job		
T38		46	50	84			T/F: Told by counselor which job best		
T39		47	51	85			T/F: MOS different from what had in mind		
T40		48	52	86			T/F: MOS didn't matter to applicant		
T41		49	53	87			T/F: Gave up bonus to get preferred job		
T42		50	54	88 *			T/F: Gave up ACJ to get preferred job		
T43		51	55	89			T/F: Gave up preferred job to get bonus		
T44		52	56	90 *			T/F: Gave up preferred job to get ACJ		
T45		53	57	75	Q4	R18	S18	-b-	Satisfaction with military job
T46		54	58	76		R11	S519		Certainty of desired job training
T47		55	59	77		R80	S80	-e-	Certainty of Army component
T48		56	60	78		R22	S22	-e-	Ease of attriting before ETS
T49		57	61	79				-f-	Satisfaction with information from counselor
T50		58	62	80				-f-	Satisfaction with information from recruiter
T51A	28	59	63						Received no unsolicited recruiting mail
T51B	28	59	63						Received unsolicited mail from Air Force
T51C	28	59	63						Received unsolicited mail from Army
T51D	28	59	63						Received unsolicited mail from Marine Corps
T51E	28	59	63						Received unsolicited mail from Navy
T51F	28	59	63						Received unsolicited mail from all services together
T51G	28	59	63						Received unsolicited mail from National Guard
T51H	28	59	63						Received unsolicited mail from Reserve
T52	59	60	64		Q10	R20	S20	-c-	Plans after this enlistment
T53AB	60	61	65		Q11	R21	S21	-g-	No plans for reserve service
T53C	60	61	65					-g-	Plans for Army Reserve
T53D	60	61	65					-g-	Plans for Army National Guard

1983 ARI SURVEY				1982 DA SURVEY			ITEM ID AND POSITION	NOTES	ITEM DESCRIPTION
ITEM ID	POSITION			ITEM ID	POSITION				
T53E	60	61	65					-g-	Plans for ROTC
T54	61	62	66	Q5	R19	S19			Plans to try to become an officer
T55		63	67						Knowledge of VEAP - Basic
T56A		64	68						Knowledge of VEAP - 2 year amount
T56F		64	68						Knowledge of VEAP - 3 or 4 year amount
T57A		65	69						Knowledge of ACP - 2 year amount
T57F		65	69						Knowledge of ACP - 3 or 4 year amount
T58		66	70	Q56				-c-	Plans to use VEAP
T59	67	67	71	Q57	RR36			-c-	Self report of ACP eligibility
T60	68	68	72	Q58	RR37			-d-	Effect of no ACP for MOS
T61	69	69	73		RR38			-b-	Effect of no service having kicker
T62	70	70	74	28 Q53	RR56	SS45			Alternatives if ineligible to enlist
T63	71	71	75	Q77					Ease of getting fulltime job in hometown
T64	62	72	76		R67			-b-	Effect of no 2 year option for MOS
T65	63	73	77		R68			-b-	Effect of no Army 2 year option
T66	64	74	78	Q28	RR33	SS25		-c-	Self report of cash enlistment Bonus
T67	65	75	79	-h-	RR34	SS26		-b-	Effect of no bonus for MOS
T68	66	76	80		RR35	SS27		-b-	Effect of no service having cash bonuses
T69	29	35	17	29	R51	S51			Importance of unemployment
T70	30		18		R52	S52			Importance of being away from home
T71	31	36	19	30	R53	S53			Importance of a chance to better myself
T72	32		20		R54	S54			Importance of travel
T73	33		21		R55	S55			Importance of escaping personal problem
T74	34	37	22	31	R56	S56			Importance of serving my country
T75	35	38	23	32 *	R57	S57			Importance of earning more money (extra money)
T76	36		24	33	R58	S58			Importance of family tradition to serve
T77	37		25	34	R59	S59			Importance of proving I can make it
T78	38	39	26	35 *	R60	S60			Importance of skill training
T79	39	40	27	36	R61	S61			Importance of money for college
T80	40		28	37	R62	S62			Importance of wanting to be a soldier
T81	41		29	38	R63	S63			Importance of wanting respect
T82	42	41	30	39					Importance of money for vtech/business education
T83	43	42	31	40	R64	S64			Importance of physical training
T84	44		32		R65	S65			Importance of time to decide life plans
T85	45		33	41					Importance of discipline
T86	46		34	42					Importance of leadership training
T87	47		35	43					Importance of retirement benefits
T88	48		36	44					Importance of fringe benefits
T89	49		37						Importance of becoming a better individual
T90	50		38	46					Importance of making new friends
T91	51		39	47					Importance of shooting guns and other weapons
T92	52		40	48					Importance of joining old friends
T93	53		41	49					Importance of becoming more self reliant
T94	54		42	50					Importance of seeing what military life is really like
T95	55		43	51					Importance of learning to be a responsible mature person
T96	56		44	45 *					Importance of getting a better job (summer job)
T97	57		45		R66	S66		-b-	Most important reason for enlisting selection 1
T98	58		46		Q24				Most important reason for enlisting selection 2
T99A	72	77	16	91					Army post tour
T99B	72	77	16	91					Army school program
T99C	72	77	16	91					Army school assembly
T99D	72	77	16	91					Army sports clinic
T99E	72	77	16	91					Army sponsored award/certificate presentation
T99F	72	77	16	91					Army ceremonial unit/band
T99G	72	77	16	91					Army parachute team
T99H	72	77	16	91					Army booth at job fair

1983 ARI SURVEY				1982 DA SURVEY	
ITEM ID	POSITION			ITEM ID AND POSITION	NOTES
T99I	72	77	16	91	
T99J	72	77	16	91	
T100A	73	78		92	
T100B	73	78		92	
T100C	73	78		92	
T100D	73	78		92	
T100E	73	78		92	
T100F	73	78		92	
T101A	74	79		93	
T101B	74	79		93	
T101C	74	79		93	
T101D	74	79		93	
T101E	74	79		93	
T101F	74	79		93	
T101G	74	79		93	
T101H	74	79		93	
T101I	74	79		93	
T101J	74	79		93	
T102A	75	80		94	
T102B	75	80		94	
T102C	75	80		94	
T102D	75	80		94	
T102E	75	80		94	
T102F	75	80		94	
T103	76	81			
T104	77	82			
T105	78	83			
T106	79	84			
T107	80	85			
T108	81	86			
T109	82	87			
T110A	83	88	13	95	
T110B	83	88	13	95	
T110C	83	88	13	95	
T110D	83	88	13	95	
T110E	83	88	13	95	
T110F	83	88	13	95	
T110G	83	88	13	95	
T110H	83	88	13	95	
T110I	83	88	13	95	
T110J	83	88	13	95	
T111A	84	89		96	
T111B	84	89		96	
T111C	84	89		96	
T111D	84	89		96	
T111E	84	89		96	
T111F	84	89		96	
T111G	84	89		96	
T111H	84	89		96	
T111I	84	89		96	
T111J	84	89		96	
T112A	85	90		97	
T112B	85	90		97	
T112C	85	90		97	
T112D	85	90		97	
T112E	85	90		97	

ITEM DESCRIPTION

Army booth at mall/business district
 Remember no Army programs
 Event response by card
 Event response by calling toll free number
 Event response by contacting Army recruiter at event
 Event response by contacting Army recruiter after event
 Event response by seeking out enlisted friend(s)
 No Response/Does Not Apply
 Army Reserve post tour
 Army Reserve school program
 Army Reserve school assembly
 Army Reserve sports clinic
 Army Reserve sponsored award/certificate presentation
 Army Reserve ceremonial unit/band
 Army Reserve parachute team
 Army Reserve booth at job fair
 Army Reserve booth at mall/business district
 Remember no Army Reserve programs
 Reserve event response by card
 Reserve event response by calling toll free number
 Reserve event response by contacting USAR recruiter at event
 Reserve event response by contacting USAR recruiter after event
 Reserve event response by seeking out enlisted friend(s)
 No response/Does not apply
 It's not just a job. It's an adventure.
 A great way of life.
 The few. The proud.
 Be all you can be.
 Maybe you can be one of us.
 A chance to serve, a chance to learn.
 It's a great place to start.
 Remember Joint Service TV advertising
 Remember Joint Service magazine advertising
 Remember Joint Service radio advertising
 Remember Joint Service advertising in help wanted
 Remember Joint Service advertising in other parts of newspaper
 Remember Joint Service advertising in the mail
 Remember Joint Service promotional material in Army RS
 Remember Joint Service promotional material at school
 Remember Joint Service promotional material from a friend
 Remember No Joint Service advertising or material
 Remember Air Force TV advertising
 Remember Air Force magazine advertising
 Remember Air Force radio advertising
 Remember Air Force advertising in help wanted
 Remember Air Force advertising in other parts of newspaper
 Remember Air Force advertising in the mail
 Remember Air Force promotional material in Air Force RS
 Remember Air Force promotional material at school
 Remember Air Force promotional material from a friend
 Remember No Air Force advertising or material
 Remember Navy TV advertising
 Remember Navy magazine advertising
 Remember Navy radio advertising
 Remember Navy advertising in help wanted
 Remember Navy advertising in other parts of newspaper

1983 ARI SURVEY				1982 DA SURVEY				
ITEM ID		POSITION		ITEM ID AND POSITION		NOTES	ITEM DESCRIPTION	
T112F	85	90	97				Remember Navy advertising in the mail	
T112G	85	90	97				Remember Navy promotional material in Navy RS	
T112H	85	90	97				Remember Navy promotional material at school	
T112I	85	90	97				Remember Navy promotional material from a friend	
T112J	85	90	97				Remember No Navy advertising or material	
T113A	86	91	98				Remember Marine Corps TV advertising	
T113B	86	91	98				Remember Marine Corps magazine advertising	
T113C	86	91	98				Remember Marine Corps radio advertising	
T113D	86	91	98				Remember Marine Corps advertising in help wanted	
T113E	86	91	98				Remember Marine Corps advertising in other parts of newspaper	
T113F	86	91	98				Remember Marine Corps advertising in the mail	
T113G	86	91	98				Remember Marine Corps promotional material in Marine RS	
T113H	86	91	98				Remember Marine Corps promotional material at school	
T113I	86	91	98				Remember Marine Corps promotional material from a friend	
T113J	86	91	98				Remember No Marine Corps advertising or material	
T114A	87	92	14 99	R25	S25	-b-	Remember Army TV advertising	
T114B	87	92	14 99	R26	S26	-b-	Remember Army magazine advertising	
T114C	87	92	14 99	R27	S27	-b-	Remember Army radio advertising	
T114D	87	92	14 99			-i-	Remember Army advertising in help wanted	
T114E	87	92	14 99			-i-	Remember Army advertising in other parts of newspaper	
T114F	87	92	14 99	R29	S29	-b-	Remember Army advertising in the mail	
T114G	87	92	14 99	R30	S30	-b-	Remember Army promotional material in Army RS	
T114H	87	92	14 99	R31	S31	-b-	Remember Army promotional material at school	
T114I	87	92	14 99	R32	S32	-b-	Remember Army promotional material from a friend	
T114J	87	92	14 99				Remember No Army advertising or material	
T115A	88	93	15 100	R33	S33	-b-	Responded to Army ads by sending in cards	
T115B	88	93	15 100	R34	S34	-b-	Responded to Army ads by calling free number	
T115C	88	93	15 100	R35	S35	-b-	Responded to Army ads by contacting recruiter	
T115D	88	93	15 100				No response to Army ads	
T116A	89	111					N/A - I never sent a card	
T116B	89	111					Received no response from card	
T116C	89	111					Received letter from card	
T116D	89	111					Received premium from card	
T116E	89	111					Received poster from card	
T116F	89	111					Received booklet about Army service from card	
T116G	89	111					Received booklet about ACF from card	
T116H	89	111					Received bumper sticker from card	
T116I	89	111					Received bookcovers from card	
T117A	90	112					N/A - I never called a toll free number	
T117B	90	112					Received no response from call	
T117C	90	112					Received letter from call	
T117D	90	112					Received premium from call	
T117E	90	112					Received poster from call	
T117F	90	112					Received booklet about Army service from call	
T117G	90	112					Received booklet about ACF from call	
T117H	90	112					Received bumper sticker from call	
T117I	90	112					Received bookcovers from call	
T118A	91	113					T118 N/A	
T118B	91	113					Letter used or appreciated	
T118C	91	113					Premium item used or appreciated	
T118D	91	113					Poster used or appreciated	
T118E	91	113					Booklet about Army service used or appreciated	
T118F	91	113					Booklet about ACF used or appreciated	
T118G	91	113					Bumper sticker used or appreciated	
T118H	91	113					Army bookcovers used or appreciated	
T118I	91	113					None of these used or appreciated	

1983 ARI SURVEY			1982 DA SURVEY		ITEM DESCRIPTION
ITEM ID	POSITION		ITEM ID AND POSITION	NOTES	
T119A	92	114			T119 N/A
T119B	92	114			Booklet about Army service helped enlistment decision
T119C	92	114			Booklet about ACF helped enlistment decision
T119D	92	114			Neither booklet helped enlistment decision
T120	93	94	101	NR15	Computers Plus
T121	94	95	102	NR21	Laser Tank
T122	95	96	103		Drive-In (Reserve)
T123	96	97	107	NR22	Army Aircraft Carrier (7)
T124	97	98	104	NR12	Theme Spot
T125	98	99		NR14	Check Flight
T126	99	100		NR23	High School to Flight School
T127	100	101	105		Father and Son (Reserve)
T128	101	102	106		Ranger Pride
T129	102	103		NR13	Visibility Poor
T130	103	104			DEP Choices
T131	104	105		NR20	Modern City
T132	105	106			Bradley
T133	106	107			Infantry (Wording 2)
T134	107	108			Good Company
T135	108	109		NR19	Super People Review
T136	109	110		NR18	Infantry (Wording 1)
T137A	154	124			Does not regularly watch TV
T137B	154	124			Regularly watches Solid Gold
T137C	154	124			Regularly watches Soul Train
T137D	154	124			Regularly watches American Bandstand
T137E	154	124			Regularly watches Dance Fever
T137F	154	124			Regularly watches Movies on network TV
T137G	154	124			Regularly watches Late night programs like Saturday Night Live
T137H	154	124			Regularly watches Cable TV programming
T137I	154	124			Regularly watches Nightly network news
T137J	154	124			Regularly watches Local news
T138A	155	125			Does not watch TV sports — T138
T138B	155	125			Regularly watches Pro bowling
T138C	155	125			Regularly watches NFL football—regular season games
T138D	155	125			Regularly watches Major league baseball—regular season games
T138E	155	125			Regularly watches NFL playoffs and Super Bowl
T138F	155	125			Regularly watches College football
T138G	155	125			Regularly watches Baseball playoffs and World Series
T138H	155	125			Regularly watches NBA basketball
T138I	155	125			Regularly watches College basketball
T138J	155	125			Regularly watches NHL hockey
T139A	156	126			Does not regularly watch TV sports—T139
T139B	156	126			Regularly watches Wide World of Sports (ABC)
T139C	156	126			Regularly watches Sports World (NBC)
T139D	156	126			Regularly watches Sports Sunday (CBS)
T139E	156	126			Regularly watches Sports Saturday (CBS)
T139F	156	126			Regularly watches Monday Night Football (ABC)
T139G	156	126			Regularly watches WTBS (Turner Broadcasting System)
T139H	156	126			Regularly watches ESPN (24 hour cable sports)
T139I	156	126			Regularly watches USA Network Sports
T140A	157	127	148		Does not regularly listen to radio
T140B	157	127	148		Regularly listens to FM at home
T140C	157	127	148		Regularly listens to FM/Stereo at home
T140D	157	127	148		Regularly listens to AM at home
T140E	157	127	148		Regularly listens to FM in the car
T140F	157	127	148		Regularly listens to FM/stereo in the car

1983 ARI SURVEY				1982 DA SURVEY				
ITEM ID	POSITION			ITEM ID AND POSITION		NOTES	ITEM DESCRIPTION	
T140G	157	127	148				Regularly listens to AM in the car	
T140H	157	127	148				Regularly listens to All news	
T140I	157	127	148				Regularly listens to Sports programming	
T140J	157	127	148				Regularly listens to Talk radio	
T141A	158	128	149				Does not regularly listen to music on the radio	
T141B	158	128	149				Regularly listens to Country	
T141C	158	128	149				Regularly listens to Easy listening	
T141D	158	128	149				Regularly listens to Soul (or "Urban-Contemporary")	
T141E	158	128	149				Regularly listens to Pop	
T141F	158	128	149				Regularly listens to Album rock	
T141G	158	128	149				Regularly listens to New Wave/Rockabilly/Punk	
T141H	158	128	149				Regularly listens to Hard rock	
T141I	158	128	149				Regularly listens to Oldies (50's or 60's)	
T141J	158	128	149				Regularly listens to Other types of music	
T142	115	151	108	Q68	RR72	SS61	-C-	Father's reaction
T143	116	152	109	Q69	RR73	SS62	-C-	Mother's reaction
T144	117	153	110	Q70	-j-	-j-	-C-	Reactions of siblings
T145	118	154	111	Q71	-j-	-j-	-C-	Reactions of other relatives
T146	119	155	*c	-k-	RR75	-l-	-C-	Reactions of Army friends
T147	120	156	115	-k-	RR76	SS67	-C-	Reactions of friends with other military experience
T148	121	157	116	Q73	RR77	SS68	-C-	Reactions of friends with no military experience
T149	122	158	117	Q74	RR78	SS69	-C-	Reactions of spouse/girlfriend/boyfriend
T150	123	159	118	Q75	RR79	SS70	-C-	Reactions of high school counselor
T151	124	160	119	Q76	RR80	SS71	-C-	Reactions of teachers
T152	125		120			SS73	-C-	Reactions of co-workers
T153	126		121					Reactions of fellow students
T154	125	95		Q36	RR41	SS30	-a-	Number of siblings ever in military
T155	126	96		Q41	RR44	SS33		Number of friends enlisted in the Army
T156	127	97						Number of friends enlisted in other services
T157A	128	98		Q37	RR42	SS31	-C-	Father ever in military
T157B	128	98						Father served in Army (active)
T157C	128	98						Father served in Army Reserve
T157D	128	98						Father served in Army National Guard
T157E	128	98						Father served in Air Force (active)
T157F	128	98						Father served in Air Force Reserve or AIR National Guard
T157G	128	98						Father served in Navy (active)
T157H	128	98						Father served in Navy Reserve
T157I	128	98						Father served in Marines (active)
T157J	128	98						Father served in Marine Reserve
T158A	129	99		RR43	SS32		-C-	Mother ever in military
T158B	129	99						Mother served in Army (active)
T158C	129	99						Mother served in Army Reserve
T158D	129	99						Mother served in Army National Guard
T158E	129	99						Mother served in Air Force (active)
T158F	129	99						Mother served in Air Force Reserve or AIR National Guard
T158G	129	99						Mother served in Navy (active)
T158H	129	99						Mother served in Navy Reserve
T158I	129	99						Mother served in Marines (active)
T158J	129	99						Mother served in Marine Reserve
T159A	130	100						Siblings ever in military
T159B	130	100						Siblings served in Army (active)
T159C	130	100						Siblings served in Army Reserve
T159D	130	100						Siblings served in Army National Guard
T159E	130	100						Siblings served in Air Force (active)
T159F	130	100						Siblings served in Air Force Reserve or AIR National Guard
T159G	130	100						Siblings served in Navy (active)

1983 ARI SURVEY			1982 DA SURVEY		
ITEM ID	POSITION		ITEM ID AND POSITION		ITEM DESCRIPTION
T159H	130	100			Siblings served in Navy Reserve
T159I	130	100			Siblings served in Marines (active)
T159J	130	100			Siblings served in Marine Reserve
T160A	131	101			Uncles/Aunts ever in military
T160B	131	101			Uncles/Aunts served in Army (active)
T160C	131	101			Uncles/Aunts served in Army Reserve
T160D	131	101			Uncles/Aunts served in Army National Guard
T160E	131	101			Uncles/Aunts served in Air Force (active)
T160F	131	101			Uncles/Aunts served in Air Force Reserve or AIR National Guard
T160G	131	101			Uncles/Aunts served in Navy (active)
T160H	131	101			Uncles/Aunts served in Navy Reserve
T160I	131	101			Uncles/Aunts served in Marines (active)
T160J	131	101			Uncles/Aunts served in Marine Reserve
T161A	132	102			Spouse/Friend ever in military
T161B	132	102			Spouse/Friend served in Army (active)
T161C	132	102			Spouse/Friend served in Army Reserve
T161D	132	102			Spouse/Friend served in Army National Guard
T161E	132	102			Spouse/Friend served in Air Force (active)
T161F	132	102			Spouse/Friend served in Air Force Reserve or AIR National Guard
T161G	132	102			Spouse/Friend served in Navy (active)
T161H	132	102			Spouse/Friend served in Navy Reserve
T161I	132	102			Spouse/Friend served in Marines (active)
T161J	132	102			Spouse/Friend served in Marine Reserve
T162A	133	103			Best Friend ever in military
T162B	133	103			Best Friend served in Army (active)
T162C	133	103			Best Friend served in Army Reserve
T162D	133	103			Best Friend served in Army National Guard
T162E	133	103			Best Friend served in Air Force (active)
T162F	133	103			Best Friend served in Air Force Reserve or AIR National Guard
T162G	133	103			Best Friend served in Navy (active)
T162H	133	103			Best Friend served in Navy Reserve
T162I	133	103			Best Friend served in Marines (active)
T162J	133	103			Best Friend served in Marine Reserve
T163	134	129 104			Father's highest school grade
T164	135	130 105 127			Father's highest diploma
T165	136	131 106			Mother's highest school grade
T166	137	132 107 128			Mother's highest diploma
T167	138	127 108 129			Father's occupation
T168	139	128 109 130			Mother's occupation
T169	122	91	Q35		Number of siblings
T170	123	92		RR39 SS28	Number of siblings over 16
T171	124	93			Number of older siblings
T172	140	110 152			Number of TV's in household
T173	141	111 153			Cable TV in household
T174	142	112 154			Number of radios in household
T175	143	113 175			Number of cars in household
T176A	144	114 156			Mother lives in household
T176B	144	114 156			Father lives in household
T176C	144	114 156			Stepmother lives in household
T176D	144	114 156			Stepfather lives in household
T176E	144	114 156			Grandparent(s) live in household
T176F	144	114 156			Sibling(s) live in household
T176G	144	114 156			Spouse lives in household
T176H	144	114 156 *			Recruit's child(ren) live in household
T176I	144	114 156 *			Others live in household
T176J	144	114 156			Household members not applicable

1983 ARI SURVEY				1982 DA SURVEY				ITEM DESCRIPTION
ITEM ID	POSITION			ITEM ID AND POSITION			NOTES	
T177	145	115	157					Household bills paid by
T178	146	116	158	Q39	RR47	SS36	-b-	Household gross income (NR/? option)
T179	147	117	159	Q39	RR47	SS36	-b-	Household gross income (forced choice)
T180	148	118	160					Household dwelling
T181	149	119	161					Household rent or mortgage payment
T182	150	120	162					Household ownership
T183	151	121	163					Recruit independence established
T184	152	122	164					Recruit's rent or mortgage payment
T185	153	123	165					Recruit rents or house ownership
T186	119	89						Recruit owns transportation
T187	120	90	147	Q34	RR45	SS34		Physical condition
T188	121	91			RR39	SS28		Size of place living when enlisted
T189	110	81						Number of children
T190	111	82						School sports participation/leadership
T191	112	83						Sports (non-school) participation/leadership
T192	113	84						Social club participation/leadership
T193A	139	134						Other club participation/leadership
T193B	139	134						Participation: Varsity team sports
T193C	139	134						Participation: Intramural sports
T193D	139	134						Participation: Student government
T193E	139	134						Participation: Musical activities
T193F	139	134						Participation: Service clubs
T193G	139	134						Participation: Junior ROTC
T193H	139	134						Participation: Career organizations (FFA, 4-H, etc.)
T193I	139	134						Participation: Gun club
T194A	140	135	137					No Participation in T193 activities
T194B	140	135	137					Participation: Car, motorcycle, etc., club
T194C	140	135	137					Participation: Journalistic activities
T194D	140	135	137					Participation: Religious activities
T194E	140	135	137					Participation: Community activities
T194F	140	135	137					Participation: Social clubs
T194G	140	135	137					Participation: Drama activities
T194H	140	135	137					Participation: Art activities
T194I	140	135	137					Participation: Foreign language clubs
T195A	141	136	138					No Participation in T194 activities
T195B	141	136	138					HSDG; T195 does not apply
T195C	141	136	138					No HSDG: Failed state test
T195D	141	136	138					No HSDG: School not accredited
T195E	141	136	138					No HSDG: Family needs
T195F	141	136	138					No HSDG: Expelled or suspended
T195G	141	136	138					No HSDG: To work
T195H	141	136	138					No HSDG: Bored, not learning anything useful
T195I	141	136	138					No HSDG: Married or had a child
T195J	141	136	138					No HSDG: Didn't get along with peers
T196	134	129	132	Q49	RR49	SS36		No HSDG: Rules too strict or authority problems
T197	135	130	133					Grades made when last in school
T198A	136	131	134					High School program
T198B	136	131	134					Passed: Elementary Algebra
T198C	136	131	134					Passed: Plane Geometry
T198D	136	131	134					Passed: Business math
T198E	136	131	134					Passed: Computer science
T198F	136	131	134					Passed: Intermediate Algebra
T198G	136	131	134					Passed: Trigonometry
T198H	136	131	134					Passed: Calculus
T198I	136	131	134					Passed: Physics
								Passed: Course covered electricity/electronics

1983 ARI SURVEY				1982 DA SURVEY			NOTES	ITEM DESCRIPTION
ITEM ID	POSITION			ITEM ID AND POSITION				
T198J	136	131	134					Took or passed no T198 math or science
T199A	137	132						High School offered no foreign language
T199B	137	132						Did not take (and/or pass) any offered language
T199C	137	132						Passed: French - one year only
T199D	137	132						Passed: French - two or more years
T199E	137	132						Passed: Spanish - one year only
T199F	137	132						Passed: Spanish - two or more years
T199G	137	132						Passed: German - one year only
T199H	137	132						Passed: German - two or more years
T199I	137	132						Passed: Latin - one or more years
T199J	137	132						Passed: Other Language - one or more years
T200A	142	137	139					Took no non-high school votech/business courses
T200B	142	137	139					Took but did not complete course
T200C	142	137	139					Completed electronics repair course
T200D	142	137	139					Completed appliance repair course
T200E	142	137	139					Completed computer programming course
T200F	142	137	139					Completed computer repair course
T200G	142	137	139					Completed car repair course
T200H	142	137	139					Completed business/bookkeeping course
T200I	142	137	139					Completed secretarial/travel agent course
T200J	142	137	139					Completed a course not listed in T200
T201	118	146	88	146	Q55	RS54	SS43	Educational aspirations
T202A	114	138	133					Took SAT
T202B	114	138	133					Took ACT
T202C	114	138	133					Did not take SAT or ACT
T202D	114	138	133					Not sure if took SAT or ACT
T203	115	143	85	135	Q52	RS51	SS40	Votech/business school acceptances
T204	116	144	86	136	Q53	RS52	SS41	College acceptances
T205	117	145	87		Q54	RS53		-d- Reason for Army rather than school
T206		148	146	122	Q62	RS55	SS44	Employment status when enlisted
T207		157	147	123	Q60	RS57	SS46	-c- Number of employers since age 16
T208		158	148	124				Number of employers in past year
T209		159	149	125	Q64			Gross earnings month before enlistment
T210		160	*e	*e	Q66	-n-	-n-	-c- 1982 Gross earnings
C210		*e	150	126	Q66	-n-	-n-	-c- 1982 Gross earnings (with typo)
T211		149	138	140				Type of job last worked
T212		150	139	141 *				Type of job alternative to enlistment
T213		151	140	142				Type of job expected after enlistment
T214		152	141	143				Type of job desired in 10 years
T215		153	142	144				Type of job expected in 10 years
T216		154	143	145				Type of job desired now
T217		155	144					Type of job training tried for at enlistment
T218		156	145					Type of job training in AIT
U219			52	Q1	RS17	RS17	-b-	Army component
U220			53					Travel miles for drill
U221			54					Travel time for drill
U222			55					Transportation type for drill
U223			56			S21	-e-	Plans to transfer to regular active duty
U224			57					Effect of ROTC simultaneous membership
U225			58					Effect of split training
U226			59			S20	-e-	Plans after this enlistment
U227			60					Term of enlistment/IRR enlistment
U228A			61					Did not qualify for bonus
U228B			61					Bonus not applicable for unit
U228C			61					Bonus not applicable for MOS
U228D			61					Did not know about cash bonuses

1963 ARI SURVEY		1962 DA SURVEY		ITEM DESCRIPTION
ITEM ID	POSITION	ITEM ID AND POSITION	NOTES	
U228E	61			Bonus for joining unit
U228F	61			Bonus for MOS
U228G	61			Does not know if got bonus
U229A	62			Did not qualify for Ed Asst/Loan Repay
U229B	62			Got bonus instead of Ed Asst/Loan Repay
U229C	62			Did not know about Ed Asst/Loan Repay
U229D	62			Signed up for Ed Asst/Loan Repay
U229E	62			Signed up for Loan Repayment
U229F	62			Does not know if got Ed Asst/Loan Repay
U230	63			Effect of no incentive
U231	64			Cash bonus amount
U232	65	SS11		Importance of being at home
U233	66	SS12	-a-	Importance of training - better job
U234	67		-c-	Importance of training - promotion/salary increase
U235	68	SS15		Importance of training - start new career
U236	69	SS16		Importance of no openings in active duty
U237	70	SS17		Importance of not qualifying for active duty
U238	71	SS18		Importance of other reasons
U239	72	S67	-a-	Plans on training completion (choice 1)
U240	73	SS20		Reason for enlisting in unit
U241A	74		-p-	Plans to return to the same civilian job
U241B	74			Plans on a new civilian job
U241C	74			Plans to return to school
U241D	74			Plans to go to a new school
U241E	74			Plans on neither school nor work
U241F	74			Has not decided on plans
U242A	151			Household zipcode reported on survey
U242B	151			Household zipcode reported in enlistment contract
U242C	151			Household zipcode not known
U302	*c *c 112	SS64	-c-	Reactions of regular Army friends
U303	*c *c 113	SS65	-c-	Reactions of Army Reserve friends
U304	*c *c 114	SS66	-c-	Reactions of National Guard friends
U318	7			Influenced by employer
U319	*b 6			Influenced by school counselor or teacher
U320	*a 2			Influenced by a relative

* Form D differs from Forms A, B, and C.

*a T20, T21, T22, T23 combined as U320, Item 2 in Form D

*b T18 and T19 combined as U319, Item 6 in Form D

*c T146 split in Form D to ask about reactions of friends with (U301) Regular Army, (U302) Army Reserve, and (U303) Army National Guard experience

*d T178 and B178 differ in that T178 has a not applicable/do not know response

*e T210 and C210 differ in that C210 has a missing response category

-a- Wording differs in 82 and 83, though value codes are same.

-b- Wording and/or value codes differ in 83 from 82.

-c- Wording and value codes differ in 83 from 82; since 83 forms are more specific, condensed T (CT) items are formed.

-d- Wording and value codes differ in 83 from Form 82-OF but not from Forms 82-2 or 82-4.

-e- T24 equivalent to a value of 2 in Forms 82-2 and 82-4.

-f- See items Q26, Q27, R24, R23, S24, and S23 in 82 Survey.

-g- See items Q11, R21, and S21 in 82 Survey.

-h- See item Q29 in Form 83-OF

-i- See items R28 and S28 which combine T114D and T114E.

-j- See items RR74 and SS63 which combine T144 and T145

-k- See item Q72 which combines T146 and T147

-l- See items SS64, SS65, SS66 which combine to T146. Items SS64, SS65, SS66 (Form 82-4) are equivalent to items U301, U302, and U303 in Form 83-D.

-m- See items Q50, R50, and SS39.

-n- Gross earnings for 1 year period before enlistment can be computed from Forms 83-2 and 83-4.

-o- See items SS13 and SS14 which combine to U234.

-p- See item SS24

U. S. ARMY ADVERTISING FROM THE RECRUITS' VIEWPOINT

APPENDIX B: TABULAR PRESENTATION AND SYNOPSIS OF THE 1982 DA SURVEY

Because of changes in the way survey items were asked, it is not possible to directly compare many items in the 83 survey with similar items in the 1982 survey. In the 1982 survey recruits were asked only if they remembered Army advertising (Tables 1 & 2, this appendix), while in 1983 they are first asked either if they remembered Joint Service advertising (in form C, 83 ARI Survey) or if they remembered Joint Service, Air Force, Navy, and Marine Corps advertising (in Forms A and B, 83 ARI Survey). In 82, the recruits may have been responding to military advertising, not exclusively Army; in 1983, the survey made it plain that Army advertising is distinct from other services' advertising. Another major change makes it impossible to directly compare 82 and 83 results. Because of this change it is not possible even to interpret 82-83 changes as the result of making Army advertising distinct from other military advertising. In 1982 recruits were asked to mark "remember" or "not remember" separately for each advertising media (Table 2, Appendix B); a recruit uncertain about a media would probably just skip that media item. In 1983 recruits were asked to mark all media they remembered in a single question (Table 2); a recruit uncertain about a media is counted as not remembering it as long as he marks even one media as remembered or marks that he does not remember any advertising. A final cautionary note on 82-83 comparisons must be made. Advertising questions were included only in the July and August surveys in 82; in 83 advertising questions were included in May, June, July, and August surveys.

While any comparison of levels of responding in 82 and 83 are invalid, comparisons of effects can be made if cautiously interpreted. That is, any comparison of the 82 percents with the 83 percents is meaningless whether the percents are for TOTAL recall or for recall by a subgroup. However, with caution we may compare effects, e.g., if males recall something better in 83, did they recall it better in 82 as well. Relationships can be compared but not amounts. This caution should be kept in mind when comparing effects discussed in chapter 2, Media Recall and Advertising Response, with the 82 effects shown in tabular form in this appendix.

Most of the tables in this appendix are from a working paper (Elig, Johnson, & Gade, 1983) but are not otherwise published. Year of high school graduation and combat/noncombat MOS were reanalyzed for this paper.

TABLE 82-1

QUESTIONNAIRE CONTENTS:

1982 DA SURVEY OF PERSONNEL ENTERING THE ARMY;

WITH ADDITIONAL DATA SOURCES:

MEPS REPORTING SYSTEM (MEPRS)¹1979 DOD SURVEY OF PERSONNEL ENTERING MILITARY SERVICE²

	1979 DoD Forms				1982 DA Forms			
MEPRS	1	2	3	4	0	2	4	INFORMATION

B A C K G R O U N D

INDIVIDUAL AND FAMILY HISTORY								
x	x	x	x	x	x	x	x	SSN
x	x	x	x	x	x			Sex
x	x	x	x	x	x			Race
x	x	x	x	x	x			Age/Date of Birth
								Respondent's Family
			x		x	x	x	Father's military history
			x		x		x	Mother's military history
			x	x	x	x		Total number of siblings
						x	x	Number of siblings older than 16
			x		x	x	x	Sibling's military experience
								Residence
x	x	x	x	x				Current state/zip
	x		x		x	x	x	Size of current place lived
								Family Income
	x	x	x	x	x	x	x	Total yearly income
	x	x	x	x	x			Welfare dependency
						x	x	Welfare/unemployment
								MARITAL HISTORY
	x	x	x	x	x			Marital status at contract
x					x			Marital status at accession
x	x	x			x			Number of dependents
	x	x	x	x		x	x	Number of children

¹
Reference: MEPCOM Regulation 18-5.

²
Reference: Doering, Grissmer, and Morse, 1980(a) 1980(b).

TABLE 82-1 (continued)

QUESTIONNAIRE CONTENTS: 1982 DA Survey of Personnel Entering the Army;
 WITH ADDITIONAL DATA SOURCES: MEPRS & 1979 DoD Survey of Personnel Entering
 the Military (continued)

	1979 DoD Forms				1982 DA Forms			
MEPRS	1	2	3	4	0	2	4	INFORMATION
E X P E R I E N C E								

								EDUCATIONAL EXPERIENCE
	x	x	x	x	x	x	x	When last enrolled
								Attainment
x	x	x	x	x	x			Highest grade completed
x	x	x	x	x	x			Highest degree received
	x	x	x	x	x	x	x	Self-reported grades
								Vocational, Technical or Business Schools
			x	x	x	x	x	Applications and acceptance
	x	x	x	x	x	x	x	Attendance at
	x	x	x	x	x			Completion of
								College or University
			x	x	x	x	x	Applications and acceptance
	x	x	x	x	x	x	x	Highest Degree/Diploma Desired
LABOR FORCE STATUS AND EXPERIENCE								
	x	x	x	x	x	x	x	Part time or full time work
		x	x	x	x	x	x	Numbers of employers
								Most Recent Job
	x	x	x	x				Starting and ending dates
	x	x	x	x				Hours worked per week
	x	x	x	x				Earnings per hour
	x	x	x	x				Occupation/industry
	x	x	x	x				Labor-Force Status in 1978
					x			Income in month before contracting
					x			Welfare dependence
					x			1981 Income
								Employment in Year Before Enlisting
					x	x		Weeks worked
					x	x		Weeks looking (and not working)
					x	x		Average hours worked in weeks worked
					x	x		Weekly/hourly earnings in weeks worked

TABLE 82-1 (continued)

QUESTIONNAIRE CONTENTS: 1982 DA Survey of Personnel Entering the Army;
 WITH ADDITIONAL DATA SOURCES: MEPRS & 1979 DoD Survey of Personnel Entering
 the Military (continued)

	1979 DoD Forms				1982 DA Forms			
MEPRS	1	2	3	4	0	2	4	INFORMATION
E N L I S T M E N T								

								ENLISTMENT CHARACTERISTICS
x	x	x	x	x	x			When contracted
x			1		x	x	x	When accessed
x			2		x	x	x	Army Component
x	x	x	x	x	x			Term of enlistment
x	x		x		x	x	x	Enlistment bonus
x	x		x		x	x	x	Army College Fund recipient
ENLISTMENT PROCESS								
	x				x	x		Via toll-free numbers
	x				x	x		Via coupons
					x	x		Via recruiter contact
					x	x		Army Advertising/Promotional Material
					x			Recognition of advertising
					x			Recognition of enlistment programs
								Job Selection Process
	x	x	x	x	x	x	x	Satisfaction with job
					x	x	x	Amount of information from recruiter
					x	x	x	From guidance counselor
	x	x	x	x				Interaction with counselor

1

Projected accession date available in all forms.

2

Only personnel contracting for active duty were surveyed.

TABLE 82-1 (continued)

QUESTIONNAIRE CONTENTS: 1982 DA Survey of Personnel Entering the Army;
 WITH ADDITIONAL DATA SOURCES: MEPRS & 1979 DoD Survey of Personnel Entering
 the Military (continued)

	1979 DoD Forms				1982 DA Forms			
MEPRS	1	2	3	4	0	2	4	INFORMATION
D E C I S I O N M A K I N G								
	x	x	x	x		x	x	Preference among services
	x	x	x	x	x	x	x	Reasons for Enlistment
							x	Reasons for choice of Reserves/Guard
					x			Fairness of Army as employer
								Civilian Alternatives to Enlistment
	x	x	x	x	x			Labor force options
	x	x	x	x	x	x	x	Educational options
	x		x		x			Plans for VEAP Participation
	x	x	x	x	x	x	x	Projected satisfaction with military
	x	x	x	x	x	x	x	Perceived attitudes of others toward enlistment
	x		x		x	x	x	Alternative if no cash bonus
	x		x		x	x		Alternative if no Army College Fund
	x		x			x		Alternative if no two year enlistment
								Post Accession Plans
					x	x	x	To become an officer
	x		x		x	x	x	Reenlistment
					x	x		Reserve/Guard Enlistment after active duty enlistment
							x	Switch to active duty
							x	Where to live
							x	School/Employment

Note: Information types are listed in this table to reflect the content of the 1982 DA Survey of Personnel Entering the Army. Other information is available in the MEPRS and from the 1979 DoD Survey; listings from these two sources are only for comparison to the 1982 DA Survey.

TABLE 82-2
MEDIA RECALL AND ADVERTISING RESPONSE QUESTIONS

1982 DA SURVEY -- FORM 2

SURVEY QUESTION	NUMBER	LABEL
For 25 to 35: Mark 1 if YES Mark 2 if NO		
In the past six months do you remember seeing, hearing, or receiving any Army advertising or promotional material:		
25. On television	R25	TELEVISION
26. In magazines	R26	MAGAZINE
27. On the radio	R27	RADIO
28. In a newspaper	R28	NEWSPAPER
29. In the mail	R29	MAIL
30. In an Army recruiting station	R30	RECRUITING STATION
31. At school	R31	AT SCHOOL
32. From a friend	R32	FRIEND
Did you ever respond to any of these advertisements?		
33. by sending in a card	R33	SEND CARD
34. by calling a toll free number	R34	CALL TOLL FREE
35. by contacting an Army recruiter	R35	CONTACT RECRUITER

Synopsis of Media Recall and Advertising Response in 1982

In this section we examine the proportions of Regular Army recruits in the 82 survey who reported remembering Army advertising and responding to it. Table 82-2 shows the exact wording of these items as they appeared in Form 2 of the 1982 DA Survey. Also listed are the variable names and labels from the data base (see Elig, 1983). Remembering Army advertising is reported by various media while response methods are also reported separately. Media recognition and response type is looked at first as a function of individual recruit characteristics (e.g., AFQT, education, and gender). It is then examined in relationship to characteristics of the enlistment contract (e.g., Initial Training MOS, Army College Fund, and contract date). Each percent reported in the media recall tables is to be interpreted as the percent of recruits in the column heading who reported remembering Army advertising in the media listed in the row heading; each percent can be subtracted from 100% to give the percent who reported no memory of Army advertising in that medium. Percents in the response tables represent the proportion of recruits in the column heading who report they responded to Army advertising/promotional material in the way listed in the row heading; these percents can be subtracted from 100% to give the percent of recruits who reported they did not take that action.

AFQT

In Table 82-3A, it can be seen from the TOTAL column that 93.5% of the Regular Army recruits in the sample report remembering Army advertising on Television while only 37.6% remember Army advertising in Newspapers. Thus from the TOTAL column we can derive a rank ordering of overall media recall as defined by self-reported memory of Army advertising by media. However, overall recall may be misleading in the sense that there are significant differences in recall reported by recruits in different AFQT categories. In the first row we can see a general trend of better recall as a function of AFQT category. As we would expect higher AFQT category people have better memories. This trend is statistically significant for five of the eight Media/providers of promotional material. Only Friends as a provider of promotional material is unrelated to AFQT category. Of great note, however, is a reverse trend for greater recall by lower AFQT category recruits of advertising/promotional material thru the Mail and at School. These reversals are particularly significant because they are counter to the majority of research findings in the psychological literature concerning recall and mental ability. At this time we have no indication of whether these findings result from targeting (e.g., counselors in school giving material to non-college-bound students) or whether the lower AFQT category recruits are more attuned to Mailings or promotional material at School.

In Table 82-3B, it can be seen that the most likely action of recruits in response to advertising is to contact a recruiter. Contacting a recruiter is unrelated to AFQT category; however, sending a card and calling a toll free number are more likely actions of lower AFQT rather than of higher AFQT applicants according to self-reports of recruits in Reception Stations. While it is possible that lower AFQT people are the most motivated to search out information on the Army because of greater need for a job and or job training, it is too early to make this conclusion. Further analysis of the data should

help clarify who calls or sends a card in terms of other demographic (e.g., education) and enlistment motivation (e.g. reasons for enlistment).

Education

Media recall and Type of response are broken down by educational attainment in Tables 82-4A and 4B. Remembering Mail advertising and responding by Sending Card, however, are related to education in a way unexpected based on AFQT. HSDG's are more likely (than NHSG's) to recall Mail advertising and to respond by mail. Later analyses may indicate that Mail advertising and Mail response are most likely among lower AFQT HSDG's.

Recency of Graduation from High School

Recency of high school graduation is examined in relation to Media Recall and Response Type in Tables 82-5A and 5B. The Recency variable contrasts 1982 HSDG's with earlier HSDG's, including those with postsecondary education. Thus, this variable contrasts the high school senior market with the high school grad market. Recent high school graduates in our sample are significantly more likely to recall promotional material in the Mail or from Friends than are other recruits. Recent HSDG's are also more likely to respond to advertising by Sending a Card. These effects are as we would expect from AFQT differences between 1982 HSDG's and other recruits. (In our sample, 47% of 1982 HSDG's are I-III A, while 57% of Earlier recruits are I-III A). The effects of Recency is, however, still significant after removing AFQT effects. This indicates that Recency adds explanatory power over and above AFQT alone.

Recent HSDG's also differ significantly from Other recruits in reporting better recall of Magazine advertising. This effect is a reversal of what would be expected just on the basis of AFQT. Differences unrelated to AFQT are greater recall of promotional material from a Friend and less likelihood of contacting a recruiter by 1982 HSDG's than reported by Other recruits.

Last School Attendance

The same pattern of results is repeated in Tables 82-6A and 6B which report differences in Media Recall and Response by Last Fulltime School Attendance. Further investigation should clarify whether these effects are typical only of high school graduates or of all recent school attendees whether high school, college, or trade school, and whether graduate or nongraduate.

Age at Contracting

Tables 82-7A and 7B present the recall of media and response methods by age of recruits at contracting. It is not surprising that recall of advertising in Newspapers increases with age while recall of Magazine and Mail advertising and promotional material at Recruiting Stations, at School, and from Friends all decrease with age. Current Army advertising policy targets

advertising in youth oriented media. Likewise, responding by Sending Card decreases with age while response by Contacting Recruiters increases. Mail-in cards are likely to be targeted at younger age groups who are also less likely to take a direct approach of making a direct contact.

Gender

Only two statistically significant effects of Gender were found. Males report higher recall for Mail advertising (see Table 82-8A). This is certainly consistent with the marketing strategy of targeting mailings to males. This effect is over and above the effect expected by AFQT, i.e., greater recall of Mail advertising by lower AFQT groups. However, males report responding less by Mail than do females (see Table 82-8B). While nonsignificant, females also report higher response rates by Recruiter Contact and Calling Toll Free Number. It is impossible to say on the basis of our data why this occurs.

Ethnic Group

Advertising Media Recall and Response by different Ethnic groups is presented in Tables 82-9A and 9B. Differences in recall of Television, Magazine, and Radio advertising, as well as receiving promotional material at Recruiting Stations and at School seem to be related to AFQT. Ethnic group differences in these variables disappear after removing the effects of AFQT. Ethnic groups do differ significantly in recall of Newspaper and Mail advertising and in self-reports of Sending Cards after removing AFQT effects. In fact, Ethnic Group differences may be stronger than AFQT effects on responding by Sending in a Card. Ethnic Group differences in response by Sending Cards may be related to the greater recall by minority groups of Newspaper advertising. The differences in recall of Newspaper advertising by Ethnic Groups is a reversal of what would be expected on the basis of AFQT.

Term of Enlistment

As can be seen in Tables 82-10A and 10B, Term of Enlistment is associated with several Media Recalls. AFQT is associated with Term of Enlistment and seems an adequate explanation of the association of Term with recall of Television, Magazine, Radio, and Newspaper advertising; these associations are in fact nonsignificant when the effect of AFQT is removed. Recruits with 2 year enlistments have the highest recall of Mailed advertising, which is clearly the reverse of what would be expected on the basis of AFQT alone. We can only speculate at this time that the specific targeting of Mailings is in fact picking up applicants interested in a 2 year enlistment, however, the overall Mailing program is being sent to, or at least being remembered more by, lower AFQT groups. One association of Term and promotional material was significant independent of AFQT. The three year term recruits recalled more interactions with friends as a source of Army information than did either the two or four year recruits.

Initial Training MOS

Tables 82-11A and 11B present Media Recall and Response rates of male recruits in Combat (CMF's 11, 12, 13, and 19) and NonCombat (all other)

MOS's. Independent of AFQT is an effect of NonCombat recruits being more likely to recall Television advertising. Also independent of AFQT, is the greater self-reported rate of recalling Army promotional material in the Mail by NonCombat recruits.

Enlistment Incentives

Two specific enlistment incentives are considered here, the Army College Fund and Cash Enlistment Bonuses. Eligibility for these incentives and when eligible whether recruits took one or both of the incentives were computed from AFQT, Education, MOS, and Term of Enlistment in ARS records.

Tables 82-12A and 12B show that there are no differences between ACF Takers and Eligible NonTakers in Media Recall or Advertising Response. Further analyses are underway to determine if ACF NonEligibles differ from Eligibles.

In Tables 82-13A and 13B, the major differences appear to be between Bonus NonEligibles and Eligibles (NonTakers and Takers) and are likely to be related to AFQT differences between NonEligibles and Eligibles. Differences in recall of Television and Radio advertising and promotional material at Recruiting Stations and at School seem to be adequately explained by AFQT differences. However, the lower recall of Radio advertising and greater response by Calling Toll Free Number of the Bonus NonEligibles is of larger magnitude than would be expected on the basis of AFQT differences.

Tables 82-14A and 14B present a 4-way grouping of I-IIIA recruits who took a Cash Bonus, Army College Fund, Both, and Neither. Since only I-IIIA recruits are considered in this analysis, AFQT is unlikely to explain the effects in these tables. The most striking feature of these tables is that those recruits who are ACF Eligible (I-IIIA HSDG) but who take only a Cash Bonus are very different from the 3 other groups of recruits in these tables. Those ACF Eligibles who do not participate in ACF but who do receive a Cash Bonus are the least likely to recall Television or Mail advertising and to respond to advertising by Sending in a Card. It can be speculated that these individuals are not aware of the ACF and that the ACF is not being used as a tool to sell them on a high need MOS. It can also be speculated that the lack of awareness may be do to a lack of interest in college. Further analyses are planned to try to resolve this issue.

Regional Recruiting Commands

Tables 82-15A and 15B present Media Recall and Response Method reported by recruits from the five Regional Recruiting Commands. Significant differences by RRC appear for recall of Radio and Mail advertising and of promotional Material at School. Differences also appear in self-reports of response by Sending Card and by Contacting Recruiter. On the basis of casual inspection it would appear that certain Regions have recall levels beyond the range expected on the basis of AFQT. For example, recall of Radio advertising appears to be higher in the Southeast Region than would be expected on the basis of AFQT differences of Regions. These effects await further analysis to clarify the role of AFQT and other demographics. These analyses cannot be performed without taking into account advertising expenditures which differ

from RRC to RRC. Nor can they be performed without taking into account such subtle factors as the difficulty of obtaining high school student lists in California which certainly contributes to low mail advertising recall in the Western Region.

Contract Date

Tables 82-16A and 16B present media recall and response type by fiscal year quarters FY81-Q4 thru FY82-Q3. The general trend is for decreasing awareness for later quarters. We must caution that this could be an effect of people seeking information to support a decision they have already made. Basic research in psychology would suggest that people seek to reduce ambiguity (cognitive dissonance) after the decision to sign a contract by seeking out advertising and paying attention to commercials which support decisions already made. The alternative explanation that advertising is having decreasing awareness could only be supported by research measuring people at the same point in time in the enlistment process (e.g., each person surveyed at the point of contracting on a regular basis for some period of time). Recall of Newspaper advertising reverses the trend and is recalled at a higher rate by individuals contracting in the latter two quarters. At this time we are unable to speculate as to the reasons for this reversal in trends.

FY82-Q3 contracted recruits diverge from the response types reported by the other quarters. It is highly likely that this divergence is related in part to the fact that FY82-Q3 contracted recruits in our sample are either direct ships or spent limited time in DEP. For this reason they are likely to be significantly different from recruits who have spent 3 to 12 months in the DEP. Further analyses are planned on this topic. At this time we are unable to say why there is also a decline in self-reported response by Sending a Card by recruits contracted in the 2nd quarter of FY82.

TABLE 82-3A
PROPORTION RECALL OF ADVERTISING/PROMOTIONAL MATERIAL
BY AFQT

MEDIA	AFQT				TOTAL
	4A4B	3B	3A	1&2	
* TELEVISION	88.3	92.6	96.3	96.4	93.5
* MAGAZINE	79.5	85.4	87.5	91.5	86.3
* RADIO	68.5	76.4	83.5	88.0	79.5
* NEWSPAPER	30.1	37.6	39.3	42.0	37.6
* MAIL	71.5	70.4	66.0	65.6	68.3
* RECRUITING STATION	84.2	87.7	91.6	91.4	88.8
* AT SCHOOL	73.3	72.1	66.7	63.9	68.9
* FRIEND	52.1	53.4	49.7	47.9	50.8

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY THE 1982
DA SURVEY (FORM 2) ITEMS R25 THRU R32.

* $p < .05$

TABLE 82-3B
PROPORTION RESPONSE TO ADVERTISING
BY AFQT

RESPONSE TYPE	AFQT				TOTAL
	4A4B	3B	3A	1&2	
* SEND CARD	42.3	41.2	38.6	35.2	39.2
* CALL TOLL FREE	17.7	13.4	14.1	10.7	13.7
* CONTACT RECRUITER	77.2	77.9	75.3	76.5	76.8

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY THE 1982
DA SURVEY (FORM 2) ITEMS R33 THRU R35.

* $p < .05$

TABLE 82-4A

PROPORTION RECALL OF ADVERTISING/PROMOTIONAL MATERIAL
BY EDUCATIONAL CERTIFICATION

MEDIA	EDUCATION		TOTAL
	HSDG	NHSG	
TELEVISION	93.5	93.6	93.5
MAGAZINE	86.2	88.1	86.3
RADIO	79.5	79.3	79.5
NEWSPAPER	37.6	37.5	37.6
* MAIL	68.5	66.3	68.4
RECRUITING STATION	88.9	87.3	88.8
AT SCHOOL	68.8	70.1	68.9
FROM FRIEND	50.6	52.8	50.8

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED
BY THE 1982 DA SURVEY (FORM 2) ITEMS R25
R32.

* $p < .05$

TABLE 82-4B

PROPORTION RESPONSE TO ADVERTISING
BY EDUCATIONAL CERTIFICATION

RESPONSE TYPE	EDUCATION		TOTAL
	HSDG	NHSG	
* SEND CARD	39.8	33.3	39.2
CALL TOLL FREE	13.2	18.0	13.6
CONTACT RECRUITER	76.6	78.5	76.8

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED
BY THE 1982 DA SURVEY (FORM 2) ITEMS R33
R35.

* $p < .05$

TABLE 82-5A

PROPORTION RECALL OF ADVERTISING/PROMOTIONAL MATERIAL
BY YEAR OF HIGH SCHOOL GRADUATION

MEDIA	GRADUATION		
	1983	EARLIER	TOTAL
TELEVISION	93.7	92.8	93.5
* MAGAZINE	88.2	80.4	86.2
RADIO	79.9	78.2	79.5
NEWSPAPER	36.8	40.1	37.6
* MAIL	75.0	49.6	68.5
RECRUITING STATION	89.5	87.3	88.9
* AT SCHOOL	79.6	37.4	68.9
* FRIEND	52.4	45.4	50.6

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY
THE 1982 DA SURVEY (FORM 2) ITEMS R25 THRU
R32.

* $p < .05$

TABLE 82-5B

PROPORTION RESPONSE TO ADVERTISING
BY YEAR OF HIGH SCHOOL GRADUATION

RESPONSE TYPES	GRADUATION		
	1982	EARLIER	TOTAL
* SEND CARD	43.9	28.0	39.9
CALL TOLL FREE	12.8	14.6	13.2
CONTACT RECRUITER	75.5	79.7	76.6

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY
THE 1982 DA SURVEY (FORM 2) ITEMS R33 THRU
R35.

* $p < .05$

TABLE 82-6A

PROPORTION RECALL OF ADVERTISING/PROMOTIONAL MATERIAL
BY LAST FULLTIME SCHOOL ATTENDANCE

MEDIA	LAST FULLTIME SCHOOL ATTENDANCE			TOTAL
	LAST 3 MOS	4-12 MOS	MORE THAN 12 MOS	
TELEVISION	94.0	93.4	92.1	93.5
* MAGAZINE	89.3	83.3	80.7	86.4
RADIO	79.7	81.5	78.0	79.5
NEWSPAPER	36.2	40.6	39.5	37.6
* MAIL	76.1	66.7	49.2	68.2
* RECRUITING STATION	90.1	86.4	87.1	88.9
* AT SCHOOL	81.9	67.4	37.6	69.0
* FRIEND	52.9	50.4	46.4	51.0

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY THE 1982
DA SURVEY (FORM 2) ITEMS R25 THRU R32.

* $p < .05$

TABLE 82-6B

PROPORTION RESPONSE TO ADVERTISING
BY LAST FULLTIME SCHOOL ATTENDANCE

RESPONSE TYPE	LAST FULLTIME SCHOOL ATTENDANCE			TOTAL
	LAST 3 MOS	4-12 MOS	MORE THAN 12 MOS	
* SEND CARD	44.7	36.7	27.1	39.3
CALL TOLL FREE	12.7	13.9	16.0	13.7
* CONTACT RECRUITER	76.3	73.4	79.6	76.8

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY THE 1982
DA SURVEY (FORM 2) ITEMS R33 THRU R35.

* $p < .05$

TABLE 82-7A

PROPORTION RECALL OF ADVERTISING/PROMOTIONAL MATERIAL
BY AGE AT CONTRACTING

MEDIA	AGE AT CONTRACTING						TOTAL
	17	18	19	20	21-23	24+	
TELEVISION	94.9	93.0	92.2	90.6	92.0	93.9	93.5
* MAGAZINE	90.2	86.1	85.2	75.0	81.5	81.1	86.3
RADIO	80.4	79.7	77.4	76.6	81.4	75.2	79.5
* NEWSPAPER	35.4	36.3	39.7	34.2	44.9	52.3	37.6
* MAIL	77.8	75.0	63.5	54.3	39.6	27.5	68.5
* RECRUITING STATION	90.2	88.9	89.7	84.8	88.6	81.8	88.9
* AT SCHOOL	82.6	77.2	58.1	46.7	30.4	22.3	69.0
* FRIEND	52.3	53.0	50.0	48.4	46.4	36.2	50.8

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY THE 1982 DA SURVEY
ITEMS R25 THRU R32.

* $p < .05$

TABLE 82-7B

PROPORTION RESPONSE TO ADVERTISING
BY AGE AT CONTRACTING

RESPONSE TYPE	AGE AT CONTRACTING						TOTAL
	17	18	19	20	21-23	24+	
*SEND CARD	49.2	40.4	31.2	25.0	20.9	15.4	39.2
CALL TOLL FREE	13.0	12.0	19.1	15.8	13.6	15.4	13.7
*CONTACT RECRUITER	74.9	74.9	79.3	82.0	82.7	81.2	76.8

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY THE 1982 DA SURVEY
ITEMS R33 THRU R35.

* $p < .05$

TABLE 82-8A
PROPORTION RECALL OF ADVERTISING/PROMOTIONAL MATERIAL
BY GENDER

MEDIA	GENDER		TOTAL
	MALE	FEMALE	
TELEVISION	93.2	96.2	93.5
MAGAZINE	86.3	86.8	86.3
RADIO	79.1	82.4	79.5
NEWSPAPER	37.8	35.5	37.6
* MAIL	69.5	58.6	68.3
RECRUITING STATION	88.6	90.6	88.8
AT SCHOOL	69.2	66.5	68.9
FRIEND	51.2	47.3	50.8

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY THE
1982 DA SURVEY (FORM 2) ITEMS R25 THRU R32.

* $p < .05$

TABLE 82-8B
PROPORTION RESPONSE TO ADVERTISING
BY GENDER

RESPONSE TYPE	GENDER		TOTAL
	MALE	FEMALE	
* SEND CARD	38.3	46.5	39.2
CALL TOLL FREE	13.6	14.2	13.7
CONTACT RECRUITER	76.7	77.2	76.8

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY THE
1982 DA SURVEY (FORM 2) ITEMS R33 THRU R35.

* $p < .05$

TABLE 82-9A
PROPORTION RECALL OF ADVERTISING/PROMOTIONAL MATERIAL
BY ETHNIC GROUP

MEDIA	ETHNIC GROUP			TOTAL
	WHITE	BLACK	HISPANIC	
* TELEVISION	94.7	92.0	88.6	93.6
* MAGAZINE	88.1	83.4	81.1	86.4
* RADIO	82.7	74.7	71.1	79.8
* NEWSPAPER	36.6	39.8	44.3	37.9
* MAIL	67.6	71.4	62.4	68.4
* RECRUITING STATION	89.9	86.9	84.0	88.7
* AT SCHOOL	67.4	72.7	69.3	69.0
* FRIEND	47.5	58.3	53.0	50.8

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY THE 1982
DA SURVEY (FORM 2) ITEMS R25 THRU R32.

* $p < .05$

TABLE 82-9B
PROPORTION RESPONSE TO ADVERTISING
BY ETHNIC GROUP

RESPONSE TYPE	ETHNIC GROUP			TOTAL
	WHITE	BLACK	HISPANIC	
* SEND CARD	35.1	47.5	45.0	39.1
CALL TOLL FREE	13.1	15.0	16.6	13.8
CONTACT RECRUITER	75.8	78.8	78.1	76.8

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY THE 1982
DA SURVEY (FORM 2) ITEMS R33 THRU R35.

* $p < .05$

TABLE 82-10A

PROPORTION RECALL OF ADVERTISING/PROMOTIONAL MATERIAL
BY ENLISTMENT TERM

MEDIA	TERM			TOTAL
	2	3	4	
* TELEVISION	97.2	92.1	94.5	93.5
* MAGAZINE	92.4	85.0	86.8	86.3
* RADIO	89.2	77.5	79.9	79.5
* NEWSPAPER	44.8	36.4	37.5	37.6
* MAIL	77.6	67.5	67.5	68.3
RECRUITING STATION	91.6	88.5	88.6	88.8
AT SCHOOL	71.6	69.0	68.2	68.9
* FRIEND	50.2	53.0	48.0	50.8

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY THE 1982
DA SURVEY (FORM 2) ITEMS R25 THRU 32.

* $p < .05$

TABLE 82-10B

PROPORTION RESPONSE TO ADVERTISING
BY ENLISTMENT TERM

RESPONSE TYPE	TERM			TOTAL
	2	3	4	
SEND CARD	39.0	41.1	36.7	39.2
CALL TOLL FREE	11.6	15.0	12.5	13.7
CONTACT RECRUITER	74.4	77.6	76.3	76.8

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY THE 1982
DA SURVEY (FORM 2) ITEMS R33 THRU 35.

* $p < .05$

TABLE 82-11A

PROPORTION RESPONSE TO ADVERTISING
BY MALE RECRUITS BY COMBAT/NONCOMBAT MOS

MEDIA	TRAINING MOS		TOTAL
	NONCOMBAT	COMBAT	
* TELEVISION	94.0	91.4	93.2
MAGAZINE	86.8	85.1	86.3
RADIO	79.2	79.0	79.1
NEWSPAPER	37.1	39.5	37.8
* MAIL	70.9	66.5	69.6
RECRUITING STATION	88.9	88.0	88.6
AT SCHOOL	70.3	67.0	69.3
FRIEND	50.5	51.4	50.7

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY
THE 1982 DA SURVEY (FORM 2) ITEMS R25 THRU
R32.

COMBAT MOS ARE IN CMF's 11, 12, 13 AND 19.

* $p < .05$

TABLE 82-11B

PROPORTION RESPONSE TO ADVERTISING
BY MALE RECRUITS BY COMBAT/NONCOMBAT MOS

RESPONSE TYPE	TRAINING MOS		TOTAL
	NONCOMBAT	COMBAT	
SEND CARD	39.3	36.1	38.3
CALL TOLL FREE	12.9	15.3	13.6
CONTACT RECRUITER	76.7	76.7	76.7

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY
THE 1982 DA SURVEY (FORM 2) ITEMS R33 THRU
R35.

COMBAT MOS ARE IN CMF's 11, 12, 13 AND 19.

* $p < .05$

TABLE 82-12A

PROPORTION RECALL OF ADVERTISING/PROMOTIONAL MATERIAL
BY I-IIIA HSDG RECRUITS BY ARMY COLLEGE FUND

MEDIA	ACF		TOTAL
	NONELIGIBLE	ELIGIBLE	
TELEVISION	96.5	96.2	96.3
MAGAZINE	89.6	89.5	89.6
RADIO	86.2	87.0	86.7
NEWSPAPER	41.2	42.1	41.8
MAIL	64.1	67.0	66.0
RECRUITING STATION	92.6	91.5	91.9
AT SCHOOL	62.6	66.6	65.2
FRIEND	46.4	49.5	48.5

NOTE: RESPONDENTS ARE NPS I-IIIA HSDG RA RECRUITS
SURVEYED BY THE 1982 DA SURVEY (FORM 2)
ITEMS R25 THRU R32.
ELIGIBILITY BY MOS AND/OR ENLISTMENT TERM.

* $p < .05$

TABLE 82-12B

PROPORTION RESPONSE TO ADVERTISING
BY I-IIIA HSDG RECRUITS BY ARMY COLLEGE FUND

RESPONSE TYPE	ACF		TOTAL
	NONELIGIBLE	ELIGIBLE	
SEND CARD	37.6	35.9	36.5
CALL TOLL FREE	11.3	11.8	11.6
CONTACT RECRUITER	76.2	76.1	76.1

NOTE: RESPONDENTS ARE NPS I-IIIA HSDG RA RECRUITS
SURVEYED BY THE 1982 DA SURVEY (FORM 2)
ITEMS R33 THRU R35.
ELIGIBILITY BY MOS AND/OR ENLISTMENT TERM.

* $p < .05$

TABLE 82-13A

PROPORTION RECALL OF ADVERTISING/PROMOTIONAL MATERIAL
BY CASH ENLISTMENT BONUS

MEDIA	BONUS			TOTAL
	NOT ELIGIBLE	ELIGIBLE		
		NONTAKER	TAKER	
* TELEVISION	89.8	95.3	93.8	93.5
* MAGAZINE	81.5	89.2	85.0	86.2
* RADIO	71.6	83.5	81.4	79.8
NEWSPAPER	32.7	39.6	40.1	37.8
MAIL	70.4	68.6	64.9	68.3
* RECRUITING STATION	84.6	90.8	89.5	88.8
* AT SCHOOL	70.5	68.2	65.2	68.2
FRIEND	52.8	50.7	49.8	51.1

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY THE 1982
DA SURVEY (FORM 2) ITEMS R25 THRU R32.
ELIGIBILITY BY AFQT AND EDUCATION; TAKER BY MOS/TERM.

* $p < .05$

TABLE 82-13B

PROPORTION RESPONSE TO ADVERTISING
BY CASH ENLISTMENT BONUS

RESPONSE TYPE	BONUS			TOTAL
	NOT ELIGIBLE	ELIGIBLE		
		NONTAKER	TAKER	
SEND CARD	40.2	39.8	33.4	38.5
* CALL TOLL FREE	18.3	11.2	13.8	13.7
CONTACT RECRUITER	78.2	76.4	76.6	77.0

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY THE 1982
DA SURVEY (FORM 2) ITEMS R33 THRU R35.
ELIGIBILITY BY AFQT AND EDUCATION; TAKER BY MOS/TERM.

* $p < .05$

TABLE 82-14A

PROPORTION RECALL OF ADVERTISING/PROMOTIONAL MATERIAL
BY I-IIIA HSDG RECRUITS BY TYPE OF INCENTIVE

MEDIA	TYPE OF INCENTIVE				TOTAL
	BONUS TAKER	BOTH ACF & BONUS	ACF ELIGIBLE	NEITHER ACF BONUS	
* TELEVISION	90.5	98.0	95.2	97.2	96.3
MAGAZINE	81.0	88.0	90.3	90.6	89.6
RADIO	90.5	86.7	87.2	85.7	86.7
NEWSPAPER	34.9	42.7	41.8	41.9	41.8
* MAIL	48.8	61.5	70.1	65.7	66.0
RECRUITING STATION	83.3	92.6	90.9	93.6	91.9
AT SCHOOL	53.7	64.0	68.0	63.5	65.2
FRIEND	38.1	47.2	50.8	47.3	48.5

NOTE: RESPONDENTS ARE NPS I-IIIA HSDG RA RECRUITS SURVEYED BY
THE 1982 DA SURVEY (FORM 2) ITEMS R25 THRU R32.

* $p < .05$

TABLE 82-14B

PROPORTION RESPONSE TO ADVERTISING
BY I-IIIA HSDG RECRUITS BY TYPE OF INCENTIVE

RESPONSE TYPE	TYPE OF INCENTIVE				TOTAL
	BONUS TAKER	BOTH ACF & BONUS	ACF ELIGIBLE	NEITHER ACF BONUS	
* SEND CARD	23.8	30.9	38.7	39.1	36.5
CALL TOLL FREE	9.5	14.6	10.2	11.5	11.6
CONTACT RECRUITER	66.7	77.7	75.1	77.2	76.1

NOTE: RESPONDENTS ARE NPS I-IIIA HSDG RA RECRUITS SURVEYED BY
THE 1982 DA SURVEY (FORM 2) ITEMS R33 THRU R35.

* $p < .05$

TABLE 82-15A
PROPORTION RECALL OF ADVERTISING/PROMOTIONAL MATERIAL
BY REGION

MEDIA	REGIONAL RECRUITING COMMAND					TOTAL
	NE	SE	SW	MW	WEST	
TELEVISION	93.2	92.1	94.3	94.4	94.3	93.5
MAGAZINE	87.8	83.7	86.1	87.9	85.6	86.4
* RADIO	80.3	78.5	76.0	83.3	75.5	79.5
NEWSPAPER	37.7	39.2	32.5	37.7	39.1	37.6
* MAIL	66.8	69.9	70.1	71.2	60.3	68.4
RECRUITING STATION	90.2	88.3	85.3	89.5	89.2	88.8
* AT SCHOOL	75.9	69.8	63.3	67.8	61.3	68.9
* FRIEND	50.8	56.6	47.2	49.2	46.3	50.8

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY THE 1982 DA SURVEY
(FORM 2) ITEMS R25 THRU R32.

* $p < .05$

TABLE 82-15B
PROPORTION RESPONSE TO ADVERTISING
BY REGION

RESPONSE TYPE	REGIONAL RECRUITING COMMAND					TOTAL
	NE	SE	SW	MW	WEST	
* SEND CARD	42.0	44.5	31.6	39.7	29.5	39.2
CALL TOLL FREE	13.3	14.7	12.4	14.2	11.9	13.6
* CONTACT RECRUITER	74.6	81.4	76.2	74.8	76.7	76.8

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY THE 1982 DA SURVEY
(FORM 2) ITEMS R33 THRU R35.

* $p < .05$

TABLE 82-16A

PROPORTION RECALL OF ADVERTISING/PROMOTIONAL MATERIAL
BY CONTRACT DATE

MEDIA	FY81	FY82			TOTAL
	4TH Q	1ST Q	2ND Q	3RD Q	
* TELEVISION	94.2	94.5	95.2	92.0	93.5
* MAGAZINE	89.2	88.9	89.2	83.1	86.3
RADIO	74.7	79.7	82.5	78.5	79.5
* NEWSPAPER	34.5	33.2	39.3	39.8	37.6
* MAIL	71.6	78.6	70.5	61.3	68.5
RECRUITING STATION	89.2	89.4	91.0	87.5	88.9
* AT SCHOOL	80.3	80.1	76.1	57.6	69.0
FRIEND	45.9	49.6	51.9	51.6	50.8

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY THE 1982 DA SURVEY
ITEMS R25 THRU R32.

* $p < .05$

TABLE 82-16B

PROPORTION RESPONSE TO ADVERTISING
BY CONTRACT DATE

RESPONSE TYPE	FY81	FY82			TOTAL
	4TH Q	1ST Q	2ND Q	3RD Q	
* SEND CARD	49.5	48.2	41.1	31.7	39.2
* CALL TOLL FREE	13.0	12.0	11.4	15.8	13.7
* CONTACT RECRUITER	73.4	73.9	75.4	79.5	76.8

NOTE: RESPONDENTS ARE NPS RA RECRUITS SURVEYED BY THE 1982 DA SURVEY
ITEMS R33 THRU R35.

* $p < .05$

U. S. ARMY ADVERTISING FROM THE RECRUITS' VIEWPOINT

APPENDIX C: TABLES OF TV AND RADIO HABITS MODERATED BY ETHNIC GROUP

This appendix presents tables of radio and TV self-reports moderated by ethnic group identification. These self-reports were given by recruits in the 1983 ARI Survey of Recruits. The tables are discussed in chapter 3, Self-reported TV and Radio Habits. In addition to comments made in that chapter on the collection and interpretation of this data, a few comments are needed here for interpreting the tables in this appendix.

Tables in this appendix are a different presentation of the same data presented as "audience shares" in Appendix D. The difference is that the percentages reported in this appendix are the percentages of recruits in various categories who reported listening or watching a particular program on a regular basis. That is, these tables are laid out in the same way as the tables in chapter 3. The first two tables are repeated from that chapter (Tables 19 and 20) to set the context for the remaining tables which are also broken out by ethnic group. Note also that table numbers in Appendix C are the same as for the matching tables in Appendix D. Thus the N sizes for each response can be found in the matching table in Appendix D.

Keep in mind that these are not percentages of potential recruits nor of a representative sample of the non-recruit population. These are only percentages of those who applied and were accepted for enlistment. Thus the sample is not representative of the young American population because of self-selection by application for enlistment and Army selection on the basis of education, AFQT, physical, and law violation standards.

TABLE C-1
RADIO SELF-REPORTS BY ETHNIC GROUP

PROGRAMS		ETHNIC GROUP				TOTAL
		WHITE	BLACK	HISPANIC	OTHER	
ITEM T140	n=	3967	1034	193	150	5344
DON'T LISTEN TO RADIO		5.7	6.7	7.8	8.0	6.0
* FM AT HOME		25.2	38.2	26.9	32.0	28.0
* FM/STEREO AT HOME		69.8	65.9	64.2	62.0	68.6
* AM AT HOME		8.5	24.6	12.4	18.0	12.1
* FM IN THE CAR		16.9	25.4	17.6	14.0	18.5
* FM/STEREO IN THE CAR		48.3	36.1	30.1	32.7	44.9
* AM IN THE CAR		11.2	17.0	39.8	12.7	12.3
* ALL NEWS		3.1	5.2	2.6	4.0	3.5
* SPORTS PROGRAMMING		4.8	7.4	2.1	1.3	5.1
* TALK RADIO		3.0	5.4	2.6	1.3	3.4
ITEM T141	n=	3958	1027	195	152	5332
DON'T LISTEN TO MUSIC		3.9	3.5	4.6	7.9	4.0
* COUNTRY		30.8	8.5	21.0	19.1	25.8
EASY LISTENING		20.8	20.5	18.5	30.3	21.0
* SOUL		9.8	75.9	29.7	28.3	23.7
POP		28.8	31.5	22.6	30.9	29.1
* ALBUM ROCK		41.3	17.2	23.1	28.9	35.6
NEW WAVE/ROCK./PUNK		19.9	22.6	20.5	21.7	20.5
* HARD ROCK		44.4	10.3	27.2	25.0	36.7
* OLDIES (50'S OR 60'S)		21.0	15.6	24.6	27.0	20.3
* OTHER		10.9	15.3	20.0	17.1	12.3

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE C-2
TV SELF-REPORTS BY ETHNIC GROUP

PROGRAMS	ETHNIC GROUP				TOTAL
	WHITE	BLACK	HISPANIC	OTHER	
ITEM T137	n= 3970	1036	195	155	5356
* NOT THESE/NO REGULAR TV	31.8	27.6	39.5	36.8	31.4
* SOLID GOLD	15.9	35.9	20.5	22.6	20.1
* SOUL TRAIN	4.4	44.3	14.9	10.3	12.7
* AMERICAN BANDSTAND	9.1	19.3	9.7	9.7	11.1
* DANCE FEVER	4.7	21.3	8.7	8.4	8.2
* MOVIES ON NETWORK TV	34.4	35.7	27.2	29.7	34.3
* LIKE SAT. NIGHT LIVE	29.7	35.3	16.9	22.6	30.2
* CABLE TV PROGRAMS	34.5	38.1	25.6	29.7	34.7
NIGHTLY NETWORK NEWS	23.7	25.8	19.0	23.2	23.9
* LOCAL NEWS	31.3	38.1	29.2	32.9	32.6
ITEM T138	n= 3957	1030	192	154	5333
* NO REGULAR TV SPORTS	38.1	19.4	37.0	39.0	34.5
PRO BOWLING	12.4	12.3	10.9	6.5	12.2
* NFL SEASON GAMES	48.7	61.8	35.9	42.2	50.6
* PLAYOFFS/SUPERBOWL	42.8	53.2	35.4	41.6	44.5
* COLLEGE FOOTBALL	27.4	38.1	16.1	20.8	28.9
BASEBALL SEASON GAMES	28.4	27.2	25.5	22.7	27.9
PLAYOFFS/WORLD SERIES	30.6	31.0	25.0	28.6	30.4
* NBA BASKETBALL	22.6	58.3	26.0	31.2	29.9
* COLLEGE BASKETBALL	20.5	47.1	17.2	21.4	25.6
* NHL HOCKEY	13.2	7.2	10.4	11.0	11.9
ITEM T139	n= 3938	1024	191	153	5306
* NO REGULAR TV SPORTS	39.4	23.3	39.3	37.3	36.3
* WIDE WORLD OF SPORTS	36.1	44.1	36.1	41.8	37.8
* SPORTS WORLD	25.7	37.8	27.2	26.1	28.1
* SPORTS SUNDAY	24.3	39.4	22.5	27.5	27.2
* SPORTS SATURDAY	19.6	32.4	21.5	24.8	22.3
* MONDAY NIGHT FOOTBALL	35.7	49.4	26.7	31.4	37.9
* WTBS (TURNER SYSTEM)	11.6	14.8	6.3	5.9	11.8
* ESPN (CABLE SPORTS)	21.1	27.9	28.4	16.3	21.8
* USA NETWORK SPORTS	10.8	17.2	15.2	19.2	11.8

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE C-3
 RADIO SELF-REPORTS BY GENDER AND ETHNIC GROUP

PROGRAMS	WHITE		BLACK		TOTAL
	MALE	FEMALE	MALE	FEMALE	
ITEM T140	n = 3599	368	903	131	5001
DON'T LISTEN TO RADIO	5.9	4.3	7.0	4.6	5.9
* FM AT HOME	24.5	32.9	35.9	54.2	27.9
* FM/STEREO AT HOME	69.3	75.3	65.7	67.2	69.0
AM AT HOME	8.3	11.4	24.7	23.7	11.9
* FM IN THE CAR	16.8	18.8	24.1	34.4	18.7
* FM/STEREO IN THE CAR	48.5	47.0	35.0	43.5	45.8
* AM IN THE CAR	10.4	19.3	16.3	22.1	12.4
ALL NEWS	3.2	2.4	5.1	6.1	3.5
* SPORTS PROGRAMMING	5.2	1.6	7.9	3.8	5.4
TALK RADIO	2.9	3.5	5.1	7.6	3.5
ITEM T141	n = 3591	367	898	129	4985
DON'T LISTEN TO MUSIC	4.1	2.2	3.5	3.9	3.8
* COUNTRY	29.5	43.6	8.6	7.8	26.2
* EASY LISTENING	19.6	33.0	19.2	30.2	20.8
* SOUL	9.3	13.9	75.7	76.7	23.4
* POP	27.6	40.3	29.5	45.0	29.3
ALBUM ROCK	41.0	43.9	17.0	18.6	36.3
* NEW WAVE/ROCK./PUNK	18.8	31.1	21.8	27.9	20.5
* HARD ROCK	45.6	33.2	10.2	10.9	37.4
* OLDIES (50'S OR 60'S)	20.1	29.7	14.7	21.7	19.9
* OTHER	10.4	15.5	14.3	22.5	11.8

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

GENDER DIFFERENCES: * $p < .01$ among Whites; # $p < .05$ among Blacks

TABLE C-4
TV SELF-REPORTS BY GENDER AND ETHNIC GROUP

PROGRAMS	WHITE		BLACK		TOTAL
	MALE	FEMALE	MALE	FEMALE	
ITEM T137	n = 3602	368	905	131	5006
NOT THESE/NO REGULAR TV	31.3	36.7	27.6	27.5	30.9
* SOLID GOLD	15.3	21.5	34.8	43.5	20.0
SOUL TRAIN	4.4	4.3	43.8	48.1	12.6
* AMERICAN BANDSTAND	8.5	14.7	18.8	22.9	11.2
# * DANCE FEVER	4.4	8.2	19.6	33.6	8.2
# MOVIES ON NETWORK TV	34.0	39.1	33.9	48.1	34.7
# LIKE SAT. NIGHT LIVE	30.3	24.5	34.1	43.5	30.9
CABLE TV PROGRAMS	34.6	32.6	38.0	38.9	35.2
# NIGHTLY NETWORK NEWS	23.9	21.2	24.6	33.6	24.1
LOCAL NEWS	31.2	31.5	37.0	45.8	32.7
ITEM T138	n = 3590	367	900	130	4987
# * NO REGULAR TV SPORTS	35.8	60.5	16.2	41.5	34.2
# * PRO BOWLING	12.9	8.2	13.3	5.4	12.4
# * NFL SEASON GAMES	50.8	28.6	65.9	33.8	51.5
# * PLAYOFFS/SUPERBOWL	29.6	16.6	29.9	8.5	28.2
# * COLLEGE FOOTBALL	44.3	27.8	56.0	33.8	44.9
# * BASEBALL SEASON GAMES	28.8	13.4	41.2	16.2	29.6
# * PLAYOFFS/WORLD SERIES	32.0	16.9	33.2	15.4	30.7
# * NBA BASKETBALL	23.7	11.7	59.8	47.7	30.0
# * COLLEGE BASKETBALL	21.7	9.3	49.3	31.5	26.0
* NHL HOCKEY	13.9	7.1	7.8	3.1	12.0
ITEM T139	n = 3571	367	896	128	4962
# * NO REGULAR TV SPORTS	37.2	60.8	20.2	45.3	36.1
# * WIDE WORLD OF SPORTS	36.8	28.9	45.4	35.2	37.7
# * SPORTS WORLD	26.7	15.5	40.6	18.0	28.2
# * SPORTS SUNDAY	25.5	11.7	42.4	18.0	27.4
# * SPORTS SATURDAY	20.6	9.8	34.6	17.2	22.2
# * MONDAY NIGHT FOOTBALL	37.5	18.5	53.0	24.2	38.6
# * WTBS (TURNER SYSTEM)	12.3	4.4	16.0	7.0	12.2
# * ESPN (CABLE SPORTS)	22.1	11.4	29.5	17.2	22.5
# * USA NETWORK SPORTS	11.5	4.9	18.6	7.0	12.2

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

GENDER DIFFERENCES: * $p < .01$ among Whites; # $p < .05$ among Blacks

TABLE C-5
RADIO SELF-REPORTS OF WHITES BY EDUCATION

PROGRAMS		EDUCATION			TOTAL
		POST	HSDG	NHSG	
ITEM T140	n =	92	3191	684	3967
DON'T LISTEN TO RADIO		10.9	5.4	6.6	5.7
FM AT HOME		28.3	25.4	23.8	25.2
* FM/STEREO AT HOME		57.6	70.7	67.4	69.8
AM AT HOME		8.7	8.6	8.3	8.5
FM IN THE CAR		22.8	17.3	14.5	16.9
FM/STEREO IN THE CAR		43.5	49.3	44.4	48.3
* AM IN THE CAR		22.8	11.5	8.0	11.2
ALL NEWS		6.5	3.1	2.5	3.1
SPORTS PROGRAMMING		3.3	5.1	3.8	4.8
TALK RADIO		4.3	2.9	3.2	3.0
ITEM T141	n =	91	3188	679	3958
* DON'T LISTEN TO MUSIC		7.7	3.5	5.3	3.9
COUNTRY		28.6	31.8	26.5	30.8
* EASY LISTENING		37.4	21.0	18.1	20.8
SOUL		15.4	9.5	10.0	9.8
* POP		38.5	30.0	21.9	28.8
ALBUM ROCK		40.7	42.1	37.4	41.3
* NEW WAVE/ROCK./PUNK		16.5	21.3	13.7	19.9
* HARD ROCK		27.5	43.8	49.9	44.4
OLDIES (50'S OR 60'S)		29.7	20.7	21.5	21.0
* OTHER		23.1	10.6	10.9	10.9

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE C-6
RADIO SELF-REPORTS OF BLACKS BY EDUCATION

PROGRAMS		EDUCATION			TOTAL
		POST	HSDG	NHSG	
ITEM T140	n =	23	895	116	1034
* DON'T LISTEN TO RADIO		4.3	5.9	12.9	6.7
FM AT HOME		43.5	38.2	37.1	38.2
FM/STEREO AT HOME		60.9	65.8	67.2	65.9
AM AT HOME		13.0	25.3	21.6	24.6
FM IN THE CAR		26.1	25.7	23.3	25.4
FM/STEREO IN THE CAR		34.8	36.0	37.1	36.1
AM IN THE CAR		13.0	17.7	12.9	17.0
ALL NEWS		13.0	5.0	5.2	5.2
* SPORTS PROGRAMMING		21.7	7.3	5.2	7.4
* TALK RADIO		17.4	5.0	6.0	5.4
ITEM T141	n =	22	891	114	1027
DON'T LISTEN TO MUSIC		0.0	3.4	5.3	3.5
COUNTRY		0.0	8.1	13.2	8.5
EASY LISTENING		27.3	20.7	18.4	20.5
* SOUL		68.2	77.4	64.9	75.9
POP		31.8	31.1	34.2	31.5
ALBUM ROCK		13.6	16.5	23.7	17.2
NEW WAVE/ROCK./PUNK		22.7	22.0	27.2	22.6
* HARD ROCK		4.5	9.7	16.7	10.3
* OLDIES (50'S OR 60'S)		27.3	14.5	21.9	15.6
* OTHER		36.4	13.9	21.9	15.3

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE C-7

TV SELF-REPORTS OF WHITES BY EDUCATION

PROGRAMS		EDUCATION			TOTAL
		POST	HSDG	NHSG	
ITEM T137	n =	92	3194	684	3970
NOT THESE/NO REGULAR TV		35.9	31.3	33.3	31.8
SOLID GOLD		12.0	16.5	13.5	15.9
SOUL TRAIN		5.4	4.1	5.7	4.4
AMERICAN BANDSTAND		4.3	9.5	7.7	9.1
DANCE FEVER		4.3	4.7	4.7	4.7
* MOVIES ON NETWORK TV		26.1	36.3	26.6	34.4
LIKE SAT. NIGHT LIVE		23.9	30.6	26.5	29.7
CABLE TV PROGRAMS		38.0	34.9	31.7	34.5
NIGHTLY NETWORK NEWS		33.7	23.9	21.1	23.7
LOCAL NEWS		38.0	31.6	28.8	31.3
ITEM T138	n =	92	3178	687	3957
NO REGULAR TV SPORTS		47.8	37.2	40.8	38.1
PRO BOWLING		6.5	12.1	14.7	12.4
* NFL SEASON GAMES		40.2	50.3	42.6	48.7
* PLAYOFFS/SUPERBOWL		23.9	29.5	24.2	28.4
* COLLEGE FOOTBALL		34.8	44.7	35.1	42.8
* BASEBALL SEASON GAMES		28.3	29.0	19.8	27.4
* PLAYOFFS/WORLD SERIES		29.3	32.2	23.6	30.6
NBA BASKETBALL		23.9	23.4	18.6	22.6
* COLLEGE BASKETBALL		21.7	21.6	15.4	20.5
NHL HOCKEY		6.5	13.8	11.8	13.2
ITEM T139	n =	91	3168	679	3938
NO REGULAR TV SPORTS		49.5	38.6	41.8	39.4
WIDE WORLD OF SPORTS		31.9	36.9	33.0	36.1
SPORTS WORLD		20.9	26.6	22.1	25.7
SPORTS SUNDAY		16.5	25.2	21.1	24.3
SPORTS SATURDAY		14.3	19.8	19.0	19.6
MONDAY NIGHT FOOTBALL		31.9	36.7	31.8	35.7
WTBS (TURNER SYSTEM)		15.4	11.9	9.4	11.6
ESPN (CABLE SPORTS)		20.9	21.7	18.4	21.1
USA NETWORK SPORTS		8.8	10.9	10.8	10.8

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE C-8
TV SELF-REPORTS OF BLACKS BY EDUCATION

PROGRAMS		EDUCATION			TOTAL
		POST	HSDG	NHSG	
ITEM T137	n =	23	896	117	1036
NOT THESE/NO REGULAR TV		26.1	27.5	29.1	27.6
* SOLID GOLD		13.0	36.9	32.5	35.9
SOUL TRAIN		39.1	45.3	37.6	44.3
AMERICAN BANDSTAND		0.0	20.0	17.9	19.3
DANCE FEVER		17.4	22.1	16.2	21.3
MOVIES ON NETWORK TV		34.8	36.6	29.1	35.7
* LIKE SAT. NIGHT LIVE		26.1	36.9	24.8	35.3
CABLE TV PROGRAMS		43.5	38.7	32.5	38.1
NIGHTLY NETWORK NEWS		34.8	26.1	21.4	25.8
LOCAL NEWS		47.8	39.0	29.9	38.1
ITEM T138	n =	22	893	115	1030
NO REGULAR TV SPORTS		18.2	20.2	13.9	19.4
* PRO BOWLING		22.7	11.3	18.3	12.3
NFL SEASON GAMES		59.1	62.5	57.4	61.8
PLAYOFFS/SUPERBOWL		27.3	26.5	32.2	27.2
COLLEGE FOOTBALL		59.1	53.0	53.9	53.2
BASEBALL SEASON GAMES		45.5	38.2	35.7	38.1
PLAYOFFS/WORLD SERIES		40.9	30.5	33.0	31.0
NBA BASKETBALL		72.7	58.0	57.4	58.3
COLLEGE BASKETBALL		50.0	47.0	47.0	47.1
NHL HOCKEY		13.6	6.7	9.6	7.2
ITEM T139	n =	22	888	114	1024
NO REGULAR TV SPORTS		22.7	23.1	25.4	23.3
WIDE WORLD OF SPORTS		36.4	44.0	46.5	44.1
SPORTS WORLD		31.8	37.2	43.9	37.8
SPORTS SUNDAY		50.0	38.1	47.4	39.4
SPORTS SATURDAY		31.8	32.2	34.2	32.4
MONDAY NIGHT FOOTBALL		59.1	49.4	47.4	49.4
WTBS (TURNER SYSTEM)		13.6	14.5	17.5	14.8
ESPN (CABLE SPORTS)		45.5	27.1	30.7	27.9
USA NETWORK SPORTS		22.7	16.6	21.1	17.2

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE C-9

RADIO SELF-REPORTS OF WHITE MALE POST/HSDG RECRUITS BY AFQT

PROGRAMS		AFQT				TOTAL
		4A4B	3B	3A	1&2	
ITEM T140	n =	126	787	720	1287	2920
DON'T LISTEN TO RADIO		7.1	6.0	5.6	5.4	5.7
FM AT HOME		28.6	26.4	26.8	22.0	24.7
* FM/STEREO AT HOME		61.1	64.4	68.8	74.3	69.7
AM AT HOME		5.6	8.0	8.9	8.3	8.3
FM IN THE CAR		19.0	17.8	18.6	16.1	17.3
* FM/STEREO IN THE CAR		38.9	42.4	47.4	56.0	49.5
* AM IN THE CAR		5.6	8.6	11.0	12.9	11.0
* ALL NEWS		4.0	2.2	1.8	4.9	3.4
* SPORTS PROGRAMMING		2.4	4.7	4.3	7.0	5.5
TALK RADIO		1.6	2.3	2.5	3.7	2.9
ITEM T141	n =	126	785	717	1289	2917
DON'T LISTEN TO MUSIC		7.9	3.9	3.5	3.4	3.8
* COUNTRY		34.1	33.9	32.4	26.4	30.2
EASY LISTENING		20.6	18.3	21.6	19.9	20.0
SOUL		10.3	8.0	11.4	8.8	9.3
* POP		19.0	20.8	29.8	34.5	29.0
* ALBUM ROCK		31.7	34.8	42.8	46.5	41.8
* NEW WAVE/ROCK./PUNK		12.7	15.9	19.4	23.5	20.0
* HARD ROCK		31.0	43.2	44.8	46.6	44.6
* OLDIES (50'S OR 60'S)		14.3	16.9	19.9	22.1	19.8
* OTHER		7.9	6.8	10.6	12.6	10.3

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE C-10

RADIO SELF-REPORTS OF BLACK MALE POST/HSDG RECRUITS BY AFQT

PROGRAMS		AFQT				TOTAL
		4A4B	3B	3A	1&2	
ITEM T140	n =	121	422	154	91	788
DON'T LISTEN TO RADIO		9.9	4.7	5.8	7.7	6.1
FM AT HOME		32.2	36.3	39.6	31.9	35.8
FM/STEREO AT HOME		56.2	66.1	68.8	68.1	65.4
* AM AT HOME		20.7	29.1	24.0	14.3	25.1
FM IN THE CAR		19.8	23.7	29.9	24.2	24.4
FM/STEREO IN THE CAR		29.8	32.9	38.3	42.9	34.6
AM IN THE CAR		11.6	19.0	16.9	13.2	16.8
ALL NEWS		5.0	4.3	6.5	6.6	5.1
SPORTS PROGRAMMING		4.1	9.5	7.8	8.8	8.2
TALK RADIO		4.1	5.5	3.9	5.5	4.9
ITEM T141	n =	121	420	153	91	785
DON'T LISTEN TO MUSIC		5.8	2.6	3.3	2.2	3.2
COUNTRY		10.7	8.1	8.5	3.3	8.0
* EASY LISTENING		14.9	17.1	26.8	22.0	19.2
SOUL		71.9	76.7	78.4	84.6	77.2
* POP		19.8	27.6	33.3	38.5	28.8
ALBUM ROCK		14.9	15.2	18.3	17.6	16.1
NEW WAVE/ROCK./PUNK		12.4	22.6	22.9	22.0	21.0
HARD ROCK		9.9	7.6	12.4	11.0	9.3
OLDIES (50'S OR 60'S)		9.1	13.6	15.7	17.6	13.8
OTHER		10.7	13.1	14.4	14.3	13.1

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE C-11

TV SELF-REPORTS OF WHITE MALE POST/HSDG RECRUITS BY AFQT

PROGRAMS	AFQT				
	4A4B	3B	3A	1&2	TOTAL
ITEM T137	n = 127	786	721	1289	2923
NOT THESE/NO REGULAR TV	39.4	29.4	30.7	30.9	30.8
* SOLID GOLD	18.1	18.8	17.3	12.7	15.7
* SOUL TRAIN	5.5	6.0	5.1	2.3	4.1
* AMERICAN BANDSTAND	11.0	12.8	9.7	5.4	8.7
* DANCE FEVER	6.3	6.0	5.3	2.6	4.3
MOVIES ON NETWORK TV	30.7	33.0	37.2	36.9	35.6
* LIKE SAT. NIGHT LIVE	16.5	27.2	31.5	34.8	31.2
* CABLE TV PROGRAMS	29.9	33.8	32.2	38.6	35.4
* NIGHTLY NETWORK NEWS	17.3	19.3	22.6	29.7	24.6
LOCAL NEWS	26.8	28.9	30.8	34.8	31.9
ITEM T138	n = 126	783	716	1283	2908
NO REGULAR TV SPORTS	38.1	33.5	34.9	34.9	34.7
PRO BOWLING	13.5	13.3	10.9	12.6	12.4
NFL SEASON GAMES	54.0	53.1	51.8	52.8	52.7
PLAYOFFS/SUPERBOWL	26.2	31.0	28.5	32.5	30.8
* COLLEGE FOOTBALL	39.7	42.8	46.6	49.3	46.5
* BASEBALL SEASON GAMES	26.2	28.4	28.2	34.5	30.9
* PLAYOFFS/WORLD SERIES	27.0	30.1	33.1	37.5	34.0
NBA BASKETBALL	23.0	24.5	23.3	26.2	24.9
* COLLEGE BASKETBALL	17.5	19.5	21.1	27.0	23.1
NHL HOCKEY	14.3	14.0	14.0	14.7	14.3
ITEM T139	n = 123	782	718	1274	2897
* NO REGULAR TV SPORTS	34.1	30.6	37.0	39.3	36.2
WIDE WORLD OF SPORTS	36.6	38.1	40.1	36.3	37.7
SPORTS WORLD	33.3	29.5	29.9	25.0	27.8
SPORTS SUNDAY	35.0	28.0	26.9	24.7	26.6
SPORTS SATURDAY	28.5	21.2	21.4	19.7	20.9
MONDAY NIGHT FOOTBALL	34.1	38.2	36.9	40.7	38.8
WTBS (TURNER SYSTEM)	12.2	11.3	11.7	14.8	13.0
ESPN (CABLE SPORTS)	15.4	23.5	20.6	24.7	23.0
USA NETWORK SPORTS	9.8	12.5	9.6	12.5	11.7

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE C-12

TV SELF-REPORTS OF BLACK MALE POST/HSDG RECRUITS BY AFQT

PROGRAMS		AFQT				TOTAL
		4A4B	3B	3A	1&2	
ITEM T137	n =	121	420	156	92	789
NOT THESE/NO REGULAR TV		31.4	27.4	23.1	29.3	27.4
SOLID GOLD		27.3	37.4	39.7	28.3	35.2
SOUL TRAIN		43.0	44.0	50.0	41.3	44.7
AMERICAN BANDSTAND		11.6	21.7	19.9	15.2	19.0
DANCE FEVER		14.0	21.4	25.0	14.1	20.2
MOVIES ON NETWORK TV		28.1	36.0	38.5	31.5	34.7
LIKE SAT. NIGHT LIVE		25.6	36.4	39.1	39.1	35.6
CABLE TV PROGRAMS		34.7	37.9	43.6	41.3	38.9
* NIGHTLY NETWORK NEWS		20.7	24.3	24.4	37.0	25.2
LOCAL NEWS		30.6	38.1	39.1	45.7	38.0
ITEM T138	n =	120	418	157	91	786
NO REGULAR TV SPORTS		17.5	16.7	13.4	19.8	16.5
PRO BOWLING		13.3	12.9	12.7	11.0	12.7
NFL SEASON GAMES		60.0	66.3	75.2	65.9	67.0
PLAYOFFS/SUPERBOWL		25.8	29.4	34.4	26.4	29.5
* COLLEGE FOOTBALL		49.2	53.3	66.9	60.4	56.2
BASEBALL SEASON GAMES		35.8	41.6	47.1	42.9	42.0
PLAYOFFS/WORLD SERIES		32.5	31.8	38.9	30.8	33.2
NBA BASKETBALL		51.7	59.6	67.5	61.5	60.2
COLLEGE BASKETBALL		40.0	49.3	56.1	52.7	49.6
NHL HOCKEY		6.7	6.7	9.6	8.8	7.5
ITEM T139	n =	120	418	154	91	783
NO REGULAR TV SPORTS		14.2	20.6	15.6	27.5	19.4
WIDE WORLD OF SPORTS		43.3	45.2	50.0	40.7	45.3
SPORTS WORLD		42.5	38.8	43.5	38.5	40.2
SPORTS SUNDAY		40.0	43.3	41.6	36.3	41.6
SPORTS SATURDAY		30.8	36.6	33.8	31.9	34.6
MONDAY NIGHT FOOTBALL		55.0	51.4	60.4	51.6	53.8
WTBS (TURNER SYSTEM)		11.7	16.0	18.2	15.4	15.7
ESPN (CABLE SPORTS)		30.8	25.8	35.7	31.9	29.2
USA NETWORK SPORTS		16.7	16.7	22.7	19.8	18.3

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE C-13
RADIO SELF-REPORTS OF WHITES BY AFQT

PROGRAMS	AFQT				
	4A4B	3B	3A	1&2	TOTAL
ITEM T140	n = 133	995	1146	1693	3967
DON'T LISTEN TO RADIO	6.8	6.1	5.8	5.4	5.7
FM AT HOME	28.6	26.4	27.1	23.0	25.2
* FM/STEREO AT HOME	60.9	63.8	69.4	74.4	69.8
AM AT HOME	6.0	7.7	9.5	8.6	8.5
FM IN THE CAR	18.0	17.4	17.7	16.1	16.9
* FM/STEREO IN THE CAR	39.1	42.8	46.0	53.9	48.3
* AM IN THE CAR	5.3	9.2	10.6	13.2	11.2
* ALL NEWS	3.8	2.1	2.1	4.3	3.1
SPORTS PROGRAMMING	2.3	4.2	4.2	5.8	4.8
TALK RADIO	1.5	2.2	3.0	3.6	3.0
ITEM T141	n = 133	994	1141	1690	3958
DON'T LISTEN TO MUSIC	8.3	4.1	4.1	3.3	3.9
* COUNTRY	33.8	33.6	32.3	27.9	30.8
EASY LISTENING	21.1	18.6	21.6	21.7	20.8
SOUL	9.8	9.4	10.7	9.3	9.8
* POP	18.0	21.5	28.2	34.3	28.8
* ALBUM ROCK	30.8	35.6	40.6	45.9	41.3
* NEW WAVE/ROCK./PUNK	12.0	16.2	18.3	23.8	19.9
* HARD ROCK	33.1	42.8	44.4	46.3	44.4
* OLDIES (50'S OR 60'S)	14.3	18.2	20.5	23.6	21.0
* OTHER	7.5	7.9	10.3	13.4	10.9

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE C-14
RADIO SELF-REPORTS OF BLACKS BY AFQT

PROGRAMS		AFQT				TOTAL
		4A4B	3B	3A	1&2	
ITEM T140	n =	124	512	246	152	1034
DON'T LISTEN TO RADIO		9.7	5.5	7.7	6.6	6.7
FM AT HOME		31.5	38.1	42.7	36.8	38.2
FM/STEREO AT HOME		56.5	66.4	65.9	71.7	65.9
AM AT HOME		21.0	27.3	25.2	17.1	24.6
FM IN THE CAR		19.4	24.6	29.7	26.3	25.4
* FM/STEREO IN THE CAR		29.8	33.8	38.2	45.4	36.1
AM IN THE CAR		11.3	18.0	19.5	14.5	17.0
ALL NEWS		4.8	4.7	6.1	5.9	5.2
SPORTS PROGRAMMING		4.0	8.4	6.1	8.6	7.4
TALK RADIO		4.0	4.9	6.1	7.2	5.4
ITEM T141	n =	123	509	244	151	1027
DON'T LISTEN TO MUSIC		5.7	2.8	4.5	2.6	3.5
COUNTRY		10.6	9.0	8.6	4.6	8.5
* EASY LISTENING		14.6	17.9	25.8	25.8	20.5
SOUL		70.7	75.6	76.2	80.1	75.9
* POP		19.5	28.1	35.2	46.4	31.5
ALBUM ROCK		15.4	15.5	17.6	23.8	17.2
* NEW WAVE/ROCK./PUNK		12.2	23.0	23.0	29.1	22.6
* HARD ROCK		9.8	8.1	11.1	17.2	10.3
* OLDIES (50'S OR 60'S)		8.9	13.9	18.4	21.9	15.6
OTHER		11.4	14.3	16.4	19.9	15.3

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE C-15
TV SELF-REPORTS OF WHITES BY AFQT

PROGRAMS	AFQT				TOTAL
	4A4B	3B	3A	1&2	
ITEM T137	n = 134	995	1145	1696	3970
NOT THESE/NO REGULAR TV	38.1	30.4	32.1	31.9	31.8
* SOLID GOLD	17.2	18.6	17.4	13.1	15.9
* SOUL TRAIN	6.0	6.1	5.0	2.8	4.4
* AMERICAN BANDSTAND	11.2	12.3	10.0	6.4	9.1
* DANCE FEVER	6.0	6.2	5.7	3.1	4.7
MOVIES ON NETWORK TV	30.6	31.3	33.9	37.0	34.4
* LIKE SAT. NIGHT LIVE	16.4	26.1	29.0	33.4	29.7
CABLE TV PROGRAMS	30.6	33.7	32.0	36.9	34.5
* NIGHTLY NETWORK NEWS	17.9	19.1	21.7	28.1	23.7
LOCAL NEWS	26.9	28.7	30.3	33.7	31.3
ITEM T138	n = 133	991	1144	1689	3957
NO REGULAR TV SPORTS	38.3	34.5	39.2	39.4	38.1
PRO BOWLING	13.5	13.7	11.5	12.2	12.4
NFL SEASON GAMES	53.4	50.6	47.6	48.1	48.7
PLAYOFFS/SUPERBOWL	25.6	29.4	26.5	29.4	28.4
COLLEGE FOOTBALL	39.1	40.7	42.3	44.6	42.8
* BASEBALL SEASON GAMES	25.6	26.5	24.1	30.3	27.4
PLAYOFFS/WORLD SERIES	26.3	28.7	29.1	33.2	30.6
NBA BASKETBALL	21.8	23.1	20.7	23.6	22.6
* COLLEGE BASKETBALL	16.5	18.3	18.2	23.7	20.5
NHL HOCKEY	14.3	13.2	12.7	13.6	13.2
ITEM T139	n = 130	988	1143	1677	3938
* NO REGULAR TV SPORTS	33.8	33.0	40.2	43.1	39.4
WIDE WORLD OF SPORTS	36.9	36.2	37.2	35.2	36.1
* SPORTS WORLD	31.5	27.8	26.9	23.1	25.7
SPORTS SUNDAY	33.1	26.0	24.2	22.5	24.3
SPORTS SATURDAY	27.7	20.5	20.4	17.8	19.6
MONDAY NIGHT FOOTBALL	34.6	36.0	34.3	36.6	35.7
WTBS (TURNER SYSTEM)	11.5	11.1	10.1	12.8	11.6
ESPN (CABLE SPORTS)	15.4	22.5	19.6	21.7	21.1
USA NETWORK SPORTS	9.2	12.1	9.8	10.9	10.8

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE C-16
TV SELF-REPORTS OF BLACKS BY AFQT

PROGRAMS	AFQT				TOTAL
	4A4B	3B	3A	1&2	
ITEM T137	n = 125	510	248	153	1036
NOT THESE/NO REGULAR TV	31.2	27.1	25.4	30.1	27.6
* SOLID GOLD	27.2	37.8	39.9	30.1	35.9
SOUL TRAIN	43.2	44.3	48.4	38.6	44.3
AMERICAN BANDSTAND	12.8	21.8	19.8	15.7	19.3
* DANCE FEVER	14.4	22.0	27.0	15.7	21.3
MOVIES ON NETWORK TV	28.8	35.5	40.3	34.6	35.7
LIKE SAT. NIGHT LIVE	26.4	34.7	37.9	40.5	35.3
CABLE TV PROGRAMS	36.0	37.5	41.9	35.9	38.1
* NIGHTLY NETWORK NEWS	21.6	23.1	27.0	35.9	25.8
LOCAL NEWS	31.2	38.2	39.9	40.5	38.1
ITEM T138	n = 123	507	248	152	1030
* NO REGULAR TV SPORTS	17.1	18.1	17.7	28.3	19.4
PRO BOWLING	13.8	13.4	10.5	10.5	12.3
NFL SEASON GAMES	60.2	62.9	64.1	55.9	61.8
PLAYOFFS/SUPERBOWL	26.0	28.8	27.0	23.0	27.2
COLLEGE FOOTBALL	48.8	51.3	59.3	53.3	53.2
BASEBALL SEASON GAMES	35.8	39.4	38.3	34.9	38.1
PLAYOFFS/WORLD SERIES	32.5	30.4	34.3	26.3	31.0
NBA BASKETBALL	52.0	57.8	63.3	56.6	58.3
COLLEGE BASKETBALL	40.7	47.7	50.4	44.7	47.1
NHL HOCKEY	7.3	6.7	8.9	5.9	7.2
ITEM T139	n = 123	506	246	149	1024
* NO REGULAR TV SPORTS	13.8	22.3	21.5	37.6	23.3
WIDE WORLD OF SPORTS	44.7	44.7	48.4	34.9	44.1
SPORTS WORLD	43.1	37.7	38.6	32.2	37.8
SPORTS SUNDAY	40.7	41.5	39.0	31.5	39.4
SPORTS SATURDAY	31.7	34.8	31.7	26.2	32.4
MONDAY NIGHT FOOTBALL	54.5	49.0	51.2	43.6	49.4
WTBS (TURNER SYSTEM)	12.2	15.6	16.3	12.1	14.8
ESPN (CABLE SPORTS)	30.9	25.7	32.1	26.2	27.9
USA NETWORK SPORTS	17.1	16.0	20.7	15.4	17.2

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE C-17

RADIO SELF-REPORTS OF MALE POST/HSDG RECRUITS
BY YEAR OF GRADUATION AND ETHNIC GROUP

PROGRAMS		WHITE		BLACK		TOTAL
		1983	EARLIER	1983	EARLIER	
ITEM T140	n =	1639	972	412	273	3296
DON'T LISTEN TO RADIO		5.2	6.8	4.4	8.1	5.8
FM AT HOME		25.1	22.9	39.6	32.2	26.9
FM/STEREO AT HOME		71.9	67.8	68.0	65.2	69.6
* AM AT HOME		8.8	7.4	28.4	19.8	11.8
FM IN THE CAR		17.3	18.3	26.5	23.1	19.2
FM/STEREO IN THE CAR		50.0	49.0	37.6	33.3	46.8
* AM IN THE CAR		11.8	10.3	20.4	11.7	12.4
ALL NEWS		2.8	4.1	5.6	5.1	3.7
SPORTS PROGRAMMING		4.9	6.6	10.7	6.2	6.3
TALK RADIO		2.5	3.6	4.4	5.9	3.3
ITEM T141	n =	1641	970	413	270	3294
DON'T LISTEN TO MUSIC		3.2	4.7	2.2	4.8	3.6
COUNTRY		29.3	30.6	7.7	8.1	25.2
EASY LISTENING		18.6	22.0	21.1	17.0	19.8
SOUL		8.3	11.0	79.9	75.9	23.6
POP		29.1	29.3	31.2	27.4	29.3
ALBUM ROCK		42.2	43.7	18.2	15.9	37.5
NEW WAVE/ROCK./PUNK		20.4	20.0	23.7	19.6	20.6
* HARD ROCK		46.2	41.3	10.4	9.3	37.2
* OLDIES (50'S OR 60'S)		18.8	23.0	13.8	14.4	19.0
OTHER		9.4	12.2	13.1	13.7	11.0

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

GRADUATION DIFFERENCES: * $p < .01$ among Whites; # $p < .05$ among Blacks

TABLE C-18

TV SELF-REPORTS OF MALE POST/HSDG RECRUITS
BY YEAR OF GRADUATION AND ETHNIC GROUP

PROGRAMS		WHITE		BLACK		TOTAL
		1983	EARLIER	1983	EARLIER	
ITEM T137	n =	1645	970	415	271	3301
# NOT THESE/NO REGULAR TV		30.2	31.5	23.6	32.1	29.9
# SOLID GOLD		16.8	13.8	38.8	30.3	19.8
# SOUL TRAIN		4.7	3.5	47.7	39.9	12.7
# AMERICAN BANDSTAND		9.3	7.3	23.1	15.5	11.0
# DANCE FEVER		4.4	4.2	22.9	16.6	7.7
# MOVIES ON NETWORK TV		36.8	33.8	38.3	32.1	35.7
# LIKE SAT. NIGHT LIVE		31.6	30.6	40.0	29.9	32.2
# CABLE TV PROGRAMS		35.4	36.1	41.4	38.0	36.6
# NIGHTLY NETWORK NEWS		23.6	27.2	25.8	27.3	25.2
# LOCAL NEWS		32.0	32.7	41.0	36.5	33.7
ITEM T138	n =	1635	968	411	272	3286
NO REGULAR TV SPORTS		34.4	34.6	14.6	19.1	30.7
PRO BOWLING		12.8	12.7	12.2	14.0	12.8
NFL SEASON GAMES		52.4	53.7	69.8	64.3	56.0
PLAYOFFS/SUPERBOWL		30.9	30.4	31.4	26.8	30.5
COLLEGE FOOTBALL		46.5	47.5	60.1	54.0	49.1
BASEBALL SEASON GAMES		29.9	33.2	42.6	43.8	33.6
PLAYOFFS/WORLD SERIES		33.5	35.8	35.3	33.5	34.4
NBA BASKETBALL		24.6	25.6	63.0	60.3	32.7
COLLEGE BASKETBALL		21.8	25.3	51.1	49.3	28.8
NHL HOCKEY		14.3	15.0	7.3	8.1	13.1
ITEM T139	n =	1632	962	410	272	3276
NO REGULAR TV SPORTS		35.9	37.0	18.5	18.4	32.6
WIDE WORLD OF SPORTS		36.7	39.1	45.6	46.7	39.3
SPORTS WORLD		28.7	26.9	41.2	43.4	31.0
SPORTS SUNDAY		26.4	27.0	43.9	41.9	30.1
SPORTS SATURDAY		20.6	21.3	36.8	34.6	24.0
MONDAY NIGHT FOOTBALL		38.2	40.2	55.4	54.4	42.3
WTBS (TURNER SYSTEM)		11.8	14.8	15.9	16.9	13.6
ESPN (CABLE SPORTS)		21.8	23.7	28.3	32.4	24.1
USA NETWORK SPORTS		11.6	12.2	20.2	18.0	13.4

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.
GRADUATION DIFFERENCES: * $p < .01$ among Whites; # $p < .05$ among Blacks

TABLE C-19

RADIO SELF-REPORTS OF WHITE MALE POST/HSDG RECRUITS BY REGION

		REGION					
PROGRAMS		NE	SE	SW	MW	WEST	TOTAL
ITEM T140	n =	581	497	452	964	421	2915
DON'T LISTEN TO RADIO		5.5	6.8	5.5	5.7	4.8	5.7
FM AT HOME		23.8	22.5	22.1	25.3	29.7	24.7
FM/STEREO AT HOME		71.1	71.6	67.5	70.4	66.3	69.7
AM AT HOME		7.1	5.6	8.0	9.4	10.7	8.3
FM IN THE CAR		17.7	17.1	18.6	17.5	15.0	17.3
FM/STEREO IN THE CAR		50.8	53.3	49.1	49.6	43.5	49.5
* AM IN THE CAR		7.6	7.4	11.5	12.2	16.2	10.9
ALL NEWS		2.4	2.4	3.8	3.7	4.5	3.4
SPORTS PROGRAMMING		6.4	5.0	4.4	5.9	5.2	5.5
TALK RADIO		2.2	1.4	2.7	3.3	5.0	2.9
ITEM T141	n =	577	497	449	967	422	2912
DON'T LISTEN TO MUSIC		4.3	4.6	3.1	3.2	4.0	3.8
* COUNTRY		23.1	34.4	39.9	29.3	27.0	30.2
EASY LISTENING		18.5	17.7	21.6	19.5	23.7	20.0
SOUL		9.2	10.1	11.6	7.9	9.2	9.3
* POP		25.3	35.4	28.1	29.3	27.0	29.0
* ALBUM ROCK		44.2	42.7	47.2	38.9	38.2	41.8
NEW WAVE/ROCK./PUNK		19.9	19.9	20.5	17.5	25.4	20.0
HARD ROCK		48.7	41.4	43.2	45.2	42.7	44.6
OLDIES (50'S OR 60'S)		22.4	19.3	17.6	18.4	23.0	19.9
OTHER		12.1	9.5	8.7	9.5	12.3	10.3

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE C-20

RADIO SELF-REPORTS OF BLACK MALE POST/HSDG RECRUITS BY REGION

		REGION					
PROGRAMS		NE	SE	SW	MW	WEST	TOTAL
ITEM T140	n =	144	322	151	133	37	787
DON'T LISTEN TO RADIO		8.3	5.3	8.6	2.3	8.1	6.1
FM AT HOME		29.2	38.5	39.7	32.3	35.1	35.8
FM/STEREO AT HOME		68.8	63.0	61.6	72.9	59.5	65.3
* AM AT HOME		12.5	34.5	25.2	12.8	37.8	25.2
* FM IN THE CAR		18.1	28.0	27.8	17.3	29.7	24.4
FM/STEREO IN THE CAR		31.3	36.0	32.5	36.8	37.8	34.7
* AM IN THE CAR		8.3	22.0	19.2	9.8	18.9	16.8
ALL NEWS		6.3	5.0	4.0	6.8	0.0	5.1
SPORTS PROGRAMMING		9.7	9.3	4.6	8.3	8.1	8.3
TALK RADIO		7.6	3.7	4.6	4.5	8.1	5.0
ITEM T141	n =	140	323	151	132	38	784
DON'T LISTEN TO MUSIC		4.3	2.5	5.3	0.8	5.3	3.2
COUNTRY		5.7	6.8	9.9	10.6	10.5	8.0
EASY LISTENING		17.1	21.1	17.2	20.5	15.8	19.3
SOUL		72.9	78.6	74.2	79.5	84.2	77.2
POP		23.6	31.0	31.8	26.5	26.3	28.8
ALBUM ROCK		10.0	17.0	16.6	19.7	15.8	16.1
* NEW WAVE/ROCK./PUNK		15.0	18.6	27.2	26.5	21.1	21.0
HARD ROCK		8.6	7.7	11.9	11.4	7.9	9.3
OLDIES (50'S OR 60'S)		11.4	13.9	11.9	14.4	26.3	13.8
OTHER		19.3	11.5	11.3	12.1	15.8	13.1

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE C-21

TV SELF-REPORTS OF WHITE MALE POST/HSDG RECRUITS BY REGION

PROGRAMS	REGION					
	NE	SE	SW	MW	WEST	TOTAL
ITEM T137	n = 580	499	453	965	421	2918
NOT THESE/NO REGULAR TV	31.0	32.3	28.9	29.7	32.5	30.7
* SOLID GOLD	14.8	16.4	14.8	18.5	10.9	15.8
SOUL TRAIN	4.5	3.4	4.6	4.4	3.6	4.1
AMERICAN BANDSTAND	6.0	9.8	10.2	9.8	7.1	8.7
DANCE FEVER	4.1	3.8	4.2	5.1	3.6	4.3
MOVIES ON NETWORK TV	35.0	34.1	40.2	35.5	34.2	35.7
LIKE SAT. NIGHT LIVE	36.2	29.7	29.6	30.5	29.7	31.2
CABLE TV PROGRAMS	34.5	36.9	40.2	32.6	36.1	35.4
NIGHTLY NETWORK NEWS	23.8	22.8	27.2	23.8	27.3	24.7
LOCAL NEWS	29.8	29.9	33.1	33.3	32.8	31.9
ITEM T138	n = 578	500	454	954	417	2903
NO REGULAR TV SPORTS	33.2	32.6	37.4	34.3	36.9	34.7
* PRO BOWLING	13.1	8.2	11.9	14.9	11.5	12.4
NFL SEASON GAMES	51.4	55.2	50.9	54.1	50.6	52.7
PLAYOFFS/SUPERBOWL	33.0	30.4	26.7	33.0	28.3	30.9
COLLEGE FOOTBALL	45.8	47.2	44.3	48.2	45.6	46.6
BASEBALL SEASON GAMES	30.4	32.6	29.1	32.6	28.3	31.0
PLAYOFFS/WORLD SERIES	36.2	34.0	28.9	35.1	34.3	34.0
* NBA BASKETBALL	27.5	20.6	21.4	27.0	25.7	24.9
* COLLEGE BASKETBALL	21.8	26.2	19.2	25.9	19.4	23.1
* NHL HOCKEY	25.1	8.4	8.4	15.2	11.0	14.3
ITEM T139	n = 573	496	450	959	414	2892
NO REGULAR TV SPORTS	36.1	35.5	36.9	34.2	40.6	36.1
WIDE WORLD OF SPORTS	39.1	37.5	37.8	38.3	35.0	37.8
SPORTS WORLD	30.0	25.8	23.6	30.4	25.8	27.8
SPORTS SUNDAY	27.2	25.4	22.4	30.0	23.7	26.6
SPORTS SATURDAY	21.1	17.5	18.4	23.7	21.3	21.0
MONDAY NIGHT FOOTBALL	38.4	40.5	39.1	39.6	35.5	38.9
* WTBS (TURNER SYSTEM)	9.1	21.2	14.9	11.1	11.1	13.0
ESPN (CABLE SPORTS)	22.2	23.6	22.9	22.4	24.9	23.0
USA NETWORK SPORTS	11.2	10.7	12.9	12.3	10.9	11.7

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE C-22

TV SELF-REPORTS OF BLACK MALE POST/HSDG RECRUITS BY REGION

PROGRAMS		REGION					TOTAL
		NE	SE	SW	MW	WEST	
ITEM T137	n =	143	325	149	132	39	788
NOT THESE/NO REGULAR TV		36.4	26.5	24.2	23.5	28.2	27.4
* SOLID GOLD		23.8	42.5	36.2	30.3	28.2	35.2
* SOUL TRAIN		32.9	49.2	51.0	37.1	51.3	44.7
* AMERICAN BANDSTAND		8.4	22.8	19.5	20.5	17.9	18.9
DANCE FEVER		11.9	23.1	22.8	18.9	17.9	20.1
MOVIES ON NETWORK TV		32.9	34.5	36.2	34.8	35.9	34.6
LIKE SAT. NIGHT LIVE		33.6	35.7	30.2	39.4	48.7	35.5
CABLE TV PROGRAMS		35.7	40.0	39.6	36.4	48.7	39.0
NIGHTLY NETWORK NEWS		23.1	21.8	24.8	32.6	35.9	25.1
LOCAL NEWS		37.8	36.0	34.9	41.7	53.8	37.9
ITEM T138	n =	141	322	152	131	39	785
NO REGULAR TV SPORTS		17.7	14.3	23.0	13.7	15.4	16.6
PRO BOWLING		8.5	13.7	10.5	17.6	12.8	12.7
NFL SEASON GAMES		64.5	70.8	60.5	64.9	76.9	67.0
* PLAYOFFS/SUPERBOWL		30.5	28.6	22.4	34.4	46.2	29.6
COLLEGE FOOTBALL		53.9	59.0	48.7	55.7	71.8	56.2
BASEBALL SEASON GAMES		38.3	43.5	36.2	45.0	53.8	41.9
* PLAYOFFS/WORLD SERIES		34.0	32.3	23.7	40.5	51.3	33.2
NBA BASKETBALL		62.4	61.8	50.0	63.4	66.7	60.1
COLLEGE BASKETBALL		44.7	50.0	45.4	54.2	64.1	49.6
NHL HOCKEY		9.2	6.5	5.3	10.7	7.7	7.5
ITEM T139	n =	142	322	149	131	38	782
NO REGULAR TV SPORTS		19.7	19.9	25.5	13.7	10.5	19.4
* WIDE WORLD OF SPORTS		46.5	43.2	39.6	50.4	65.8	45.4
* SPORTS WORLD		38.7	40.4	29.5	46.6	63.2	40.2
SPORTS SUNDAY		38.0	42.2	34.9	47.3	55.3	41.6
* SPORTS SATURDAY		34.5	35.4	27.5	34.4	55.3	34.5
MONDAY NIGHT FOOTBALL		56.3	55.6	45.0	55.0	60.5	53.8
WTBS (TURNER SYSTEM)		12.7	19.9	12.1	13.0	15.8	15.7
ESPN (CABLE SPORTS)		29.6	31.4	22.1	27.5	44.7	29.3
USA NETWORK SPORTS		18.3	18.9	11.4	22.1	26.3	18.3

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE C-23

RADIO SELF-REPORTS OF WHITES BY REGION

		REGION					
PROGRAMS		NE	SE	SW	MW	WEST	TOTAL
ITEM T140	n =	770	677	632	1248	635	3962
DON'T LISTEN TO RADIO		5.5	6.4	5.9	5.9	4.9	5.7
FM AT HOME		24.9	22.7	25.0	25.0	29.0	25.2
FM/STEREO AT HOME		71.4	70.2	67.1	70.4	69.1	69.8
AM AT HOME		7.5	6.4	8.7	9.4	10.4	8.6
FM IN THE CAR		17.3	15.8	18.7	17.2	15.4	16.9
FM/STEREO IN THE CAR		48.3	52.1	49.2	48.4	43.5	48.4
* AM IN THE CAR		7.7	9.5	11.7	11.8	15.6	11.2
ALL NEWS		2.1	2.5	3.6	3.4	3.8	3.1
SPORTS PROGRAMMING		5.5	4.3	3.6	5.4	4.9	4.8
TALK RADIO		2.2	1.8	2.5	3.7	4.4	3.0
ITEM T141	n =	766	675	627	1252	633	3953
DON'T LISTEN TO MUSIC		4.3	4.3	3.3	3.5	4.3	3.9
* COUNTRY		24.0	34.8	40.2	30.4	26.4	30.8
EASY LISTENING		20.5	18.1	21.1	21.6	22.6	20.8
SOUL		9.5	10.5	10.8	8.7	10.1	9.7
* POP		26.5	34.1	27.8	29.0	26.7	28.8
* ALBUM ROCK		42.8	40.7	46.7	38.8	39.2	41.2
NEW WAVE/ROCK./PUNK		20.9	18.7	19.9	18.5	22.9	19.9
HARD ROCK		47.8	42.4	43.2	44.7	43.3	44.4
OLDIES (50'S OR 60'S)		23.2	19.9	19.9	20.0	22.9	21.0
* OTHER		13.4	9.0	10.2	9.7	13.0	10.9

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE C-24
RADIO SELF-REPORTS OF BLACKS BY REGION

		REGION					
PROGRAMS		NE	SE	SW	MW	WEST	TOTAL
ITEM T140	n =	213	397	182	191	50	1033
DON'T LISTEN TO RADIO		9.4	4.5	8.8	5.2	10.0	6.7
FM AT HOME		33.8	41.8	38.5	37.2	32.0	38.2
FM/STEREO AT HOME		67.6	64.0	63.2	73.3	54.0	65.8
* AM AT HOME		12.7	33.8	24.7	16.2	34.0	24.6
* FM IN THE CAR		17.8	30.0	28.0	22.5	24.0	25.5
FM/STEREO IN THE CAR		31.5	38.8	34.6	36.6	38.0	36.1
* AM IN THE CAR		8.0	22.4	18.7	14.1	18.0	17.0
ALL NEWS		5.2	5.5	3.8	6.8	2.0	5.2
SPORTS PROGRAMMING		7.0	8.8	3.8	8.4	6.0	7.4
TALK RADIO		7.0	3.5	3.8	8.4	8.0	5.4
ITEM T141	n =	206	398	182	189	51	1026
DON'T LISTEN TO MUSIC		4.9	2.8	4.9	1.6	5.9	3.5
COUNTRY		5.3	7.5	11.5	10.1	11.8	8.5
EASY LISTENING		18.9	23.1	17.0	22.8	11.8	20.6
* SOUL		68.0	79.9	74.2	76.7	78.4	75.8
POP		28.2	32.9	32.4	33.9	21.6	31.5
ALBUM ROCK		11.7	17.3	18.7	22.2	15.7	17.3
* NEW WAVE/ROCK./PUNK		17.5	20.6	28.0	28.6	17.6	22.6
HARD ROCK		8.3	8.3	14.8	13.2	7.8	10.3
OLDIES (50'S OR 60'S)		14.6	15.3	12.6	18.5	21.6	15.6
OTHER		20.4	14.1	12.1	14.8	17.6	15.3

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE C-25
TV SELF-REPORTS OF WHITES BY REGION

		REGION					
PROGRAMS		NE	SE	SW	MW	WEST	TOTAL
ITEM T137	n =	768	679	635	1248	635	3965
NOT THESE/NO REGULAR TV		32.8	33.3	30.4	29.9	33.5	31.7
* SOLID GOLD		15.4	17.1	15.9	18.3	10.4	15.9
SOUL TRAIN		4.3	4.4	4.9	4.6	3.5	4.4
* AMERICAN BANDSTAND		6.0	11.3	9.8	10.6	6.9	9.1
DANCE FEVER		4.6	4.7	5.2	5.2	3.5	4.7
MOVIES ON NETWORK TV		33.3	31.7	38.4	35.1	33.7	34.5
LIKE SAT. NIGHT LIVE		32.9	28.0	29.9	29.6	28.0	29.8
CABLE TV PROGRAMS		32.9	35.8	38.7	32.6	34.3	34.5
NIGHTLY NETWORK NEWS		23.3	21.1	26.5	23.6	24.4	23.7
LOCAL NEWS		28.8	27.8	32.9	33.6	32.0	31.3
ITEM T138	n =	767	681	635	1238	631	3952
NO REGULAR TV SPORTS		38.3	35.5	39.7	36.5	42.0	38.1
* PRO BOWLING		12.0	9.5	12.8	14.8	11.3	12.4
NFL SEASON GAMES		46.2	52.0	48.7	49.8	46.4	48.8
PLAYOFFS/SUPERBOWL		29.6	27.8	25.5	31.3	25.2	28.4
COLLEGE FOOTBALL		41.9	43.9	42.2	44.3	40.6	42.8
BASEBALL SEASON GAMES		26.2	29.4	26.9	29.5	23.3	27.4
PLAYOFFS/WORLD SERIES		32.7	31.0	26.8	32.3	28.5	30.7
NBA BASKETBALL		25.0	18.9	20.5	24.3	22.5	22.6
* COLLEGE BASKETBALL		18.9	22.9	18.6	23.0	17.1	20.5
* NHL HOCKEY		22.6	7.9	8.8	14.2	10.1	13.2
ITEM T139	n =	761	673	629	1242	628	3933
NO REGULAR TV SPORTS		40.9	38.2	38.3	37.4	43.9	39.4
WIDE WORLD OF SPORTS		37.2	35.2	36.6	37.0	33.6	36.1
SPORTS WORLD		27.5	24.5	23.1	27.5	24.0	25.7
SPORTS SUNDAY		24.8	22.7	22.6	27.0	21.5	24.3
SPORTS SATURDAY		18.9	16.8	19.6	21.7	19.3	19.6
MONDAY NIGHT FOOTBALL		34.2	36.6	37.8	36.6	33.3	35.8
* WTBS (TURNER SYSTEM)		8.0	17.4	13.2	10.2	10.7	11.6
ESPN (CABLE SPORTS)		19.6	20.8	21.5	21.2	22.6	21.1
USA NETWORK SPORTS		11.0	10.0	11.1	11.7	9.7	10.9

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE C-26

TV SELF-REPORTS OF BLACKS BY REGION

		REGION					
PROGRAMS		NE	SE	SW	MW	WEST	TOTAL
ITEM T137	n =	213	400	180	190	52	1035
* NOT THESE/NO REGULAR TV		37.6	25.0	23.3	25.3	30.8	27.6
* SOLID GOLD		24.9	43.0	37.2	33.7	28.8	35.8
* SOUL TRAIN		31.0	50.5	51.1	38.4	48.1	44.3
* AMERICAN BANDSTAND		11.3	23.0	17.2	23.2	15.4	19.2
* DANCE FEVER		14.6	25.5	22.2	20.5	15.4	21.3
MOVIES ON NETWORK TV		33.3	36.3	36.7	36.8	32.7	35.7
LIKE SAT. NIGHT LIVE		35.2	36.5	27.2	38.9	40.4	35.3
CABLE TV PROGRAMS		33.3	40.0	40.6	37.4	38.5	38.2
NIGHTLY NETWORK NEWS		24.4	23.8	22.2	32.6	32.7	25.7
LOCAL NEWS		35.7	37.5	36.7	40.5	48.1	38.1
ITEM T138	n =	208	397	183	189	52	1029
* NO REGULAR TV SPORTS		25.5	16.4	23.0	16.4	17.3	19.4
* PRO BOWLING		7.7	12.8	9.3	19.6	11.5	12.3
* NFL SEASON GAMES		53.4	66.8	59.0	60.3	73.1	61.8
* PLAYOFFS/SUPERBOWL		26.4	26.2	21.9	31.2	42.3	27.2
* COLLEGE FOOTBALL		44.7	57.4	48.1	53.4	71.2	53.2
* BASEBALL SEASON GAMES		30.8	41.3	33.3	40.2	50.0	38.0
* PLAYOFFS/WORLD SERIES		28.8	31.5	21.9	36.5	48.1	31.0
* NBA BASKETBALL		55.8	60.7	48.6	63.5	63.5	58.2
* COLLEGE BASKETBALL		37.0	50.4	43.7	50.8	59.6	47.0
NHL HOCKEY		7.7	6.3	4.9	10.6	7.7	7.2
ITEM T139	n =	211	395	180	186	51	1023
NO REGULAR TV SPORTS		28.0	22.8	27.2	17.7	15.7	23.4
* WIDE WORLD OF SPORTS		43.6	42.5	37.2	52.2	54.9	44.2
* SPORTS WORLD		33.2	38.5	28.9	45.2	54.9	37.7
SPORTS SUNDAY		34.1	39.7	35.0	45.7	49.0	39.3
SPORTS SATURDAY		31.3	33.7	25.6	33.9	45.1	32.4
MONDAY NIGHT FOOTBALL		44.5	52.7	45.0	50.5	56.9	49.5
WTBS (TURNER SYSTEM)		10.4	18.7	12.2	15.1	11.8	14.9
ESPN (CABLE SPORTS)		25.6	30.4	22.2	29.6	33.3	28.0
* USA NETWORK SPORTS		14.7	18.5	11.1	22.6	19.6	17.2

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE C-27

RADIO SELF-REPORTS OF WHITE MALE POST/HSDG RECRUITS BY AGE

PROGRAMS		AGE AT CONTRACTING						TOTAL
		17	18	19	20	21-23	24+	
ITEM T140	n =	1263	666	325	186	295	168	2903
* DON'T LISTEN TO RADIO		4.8	5.7	4.9	4.3	6.8	12.5	5.6
FM AT HOME		24.5	24.6	21.5	22.0	29.5	28.6	24.8
* FM/STEREO AT HOME		72.9	67.1	72.0	68.8	64.1	60.1	69.6
AM AT HOME		8.8	8.6	6.8	7.5	6.4	10.7	8.3
FM IN THE CAR		16.2	16.4	16.6	16.7	23.1	20.2	17.2
FM/STEREO IN THE CAR		51.9	47.6	51.7	47.8	47.5	42.3	49.6
* AM IN THE CAR		11.6	11.1	6.8	7.5	10.8	18.5	11.0
* ALL NEWS		2.5	2.6	3.1	4.8	6.8	6.0	3.4
* SPORTS PROGRAMMING		4.8	3.8	6.8	5.9	8.1	9.5	5.5
TALK RADIO		1.8	3.6	3.1	3.2	4.4	5.4	2.9
ITEM T141	n =	1262	667	321	188	294	168	2900
* DON'T LISTEN TO MUSIC		2.7	3.7	3.1	5.3	5.4	8.3	3.8
COUNTRY		29.1	30.0	27.4	36.2	35.0	31.0	30.3
* EASY LISTENING		16.2	20.8	18.7	22.3	26.9	32.7	20.0
* SOUL		7.8	9.6	7.8	10.6	12.6	14.9	9.3
POP		30.0	27.4	24.3	25.5	33.0	34.5	29.1
ALBUM ROCK		42.0	40.3	44.5	44.7	39.8	41.7	41.8
NEW WAVE/ROCK./PUNK		21.9	18.1	20.2	17.0	19.4	16.7	20.0
* HARD ROCK		47.1	47.5	43.6	47.3	32.7	31.5	44.4
OLDIES (50'S OR 60'S)		18.7	18.1	19.9	23.9	20.7	28.0	19.8
* OTHER		8.2	10.8	7.2	9.6	14.3	25.0	10.3

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE C-28

RADIO SELF-REPORTS OF BLACK MALE POST/HSDG RECRUITS BY AGE

PROGRAMS		AGE AT CONTRACTING						TOTAL
		17	18	19	20	21-23	24+	
ITEM T140	n =	307	168	102	64	79	58	778
DON'T LISTEN TO RADIO		3.9	5.4	6.9	9.4	8.9	5.2	5.7
FM AT HOME		39.4	39.3	36.3	31.3	25.3	27.6	36.0
FM/STEREO AT HOME		67.4	63.7	65.7	62.5	63.3	67.2	65.6
AM AT HOME		26.7	31.0	24.5	20.3	21.5	13.8	25.3
FM IN THE CAR		24.8	23.8	24.5	29.7	24.1	20.7	24.6
FM/STEREO IN THE CAR		39.1	31.5	34.3	28.1	27.8	39.7	34.8
AM IN THE CAR		19.9	19.6	14.7	12.5	12.7	6.9	16.8
ALL NEWS		4.9	4.2	5.9	1.6	5.1	12.1	5.1
SPORTS PROGRAMMING		8.5	9.5	6.9	3.1	10.1	10.3	8.4
TALK RADIO		3.6	7.7	2.0	3.1	6.3	10.3	5.0
ITEM T141	n =	307	168	103	64	76	57	775
* DON'T LISTEN TO MUSIC		2.3	4.2	1.9	1.6	9.2	0.0	3.1
COUNTRY		7.2	10.1	5.8	10.9	3.9	12.3	8.0
EASY LISTENING		20.2	20.8	15.5	21.9	19.7	15.8	19.5
SOUL		77.5	75.6	78.6	79.7	77.6	78.9	77.5
POP		32.9	22.0	29.1	25.0	32.9	24.6	28.8
ALBUM ROCK		16.0	15.5	16.5	17.2	19.7	12.3	16.1
NEW WAVE/ROCK./PUNK		19.9	20.8	21.4	25.0	21.1	17.5	20.6
HARD ROCK		7.8	11.3	8.7	9.4	11.8	8.8	9.3
* OLDIES (50'S OR 60'S)		13.0	11.3	10.7	10.9	23.7	21.1	13.8
OTHER		15.3	8.3	10.7	10.9	14.5	22.8	13.3

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE C-29

TV SELF-REPORTS OF WHITE MALE POST/HSDG RECRUITS BY AGE

PROGRAMS		AGE AT CONTRACTING						TOTAL
		17	18	19	20	21-23	24+	
ITEM T137	n =	1265	669	321	187	296	168	2906
NOT THESE/NO REGULAR TV		28.9	33.2	29.0	28.9	35.1	30.4	30.6
SOLID GOLD		16.3	16.6	15.6	12.8	15.9	11.9	15.8
SOUL TRAIN		4.3	4.6	5.0	3.7	3.0	2.4	4.2
AMERICAN BANDSTAND		9.7	9.0	8.1	7.5	8.1	4.8	8.8
DANCE FEVER		3.9	5.5	3.7	4.3	4.1	4.2	4.3
MOVIES ON NETWORK TV		38.3	32.1	35.5	36.9	32.1	35.7	35.7
LIKE SAT. NIGHT LIVE		34.0	28.1	33.6	30.5	27.0	25.6	31.2
CABLE TV PROGRAMS		35.3	34.2	36.1	33.2	37.2	38.1	35.4
* NIGHTLY NETWORK NEWS		22.7	22.3	23.1	27.8	29.4	39.9	24.6
* LOCAL NEWS		32.6	29.0	26.5	31.0	36.5	40.5	31.8
ITEM T138	n =	1261	661	318	187	295	169	2891
NO REGULAR TV SPORTS		34.0	36.0	30.2	31.0	39.3	39.6	34.7
PRO BOWLING		12.8	10.4	11.3	15.0	14.6	12.4	12.4
NFL SEASON GAMES		52.5	50.8	57.9	57.8	50.2	49.7	52.6
PLAYOFFS/SUPERBOWL		32.7	29.0	29.9	29.9	28.5	30.2	30.8
COLLEGE FOOTBALL		46.5	45.5	45.6	54.5	44.1	45.6	46.4
BASEBALL SEASON GAMES		30.4	27.5	32.4	38.5	33.6	33.1	31.0
PLAYOFFS/WORLD SERIES		34.0	30.6	34.0	39.6	34.9	37.9	33.9
NBA BASKETBALL		24.7	22.8	26.7	27.8	25.4	27.2	24.9
COLLEGE BASKETBALL		22.3	20.1	24.8	30.5	25.4	25.4	23.1
NHL HOCKEY		15.1	13.2	14.2	15.0	15.6	10.7	14.3
ITEM T139	n =	1256	661	318	185	293	167	2880
NO REGULAR TV SPORTS		35.4	38.3	30.5	30.8	39.6	43.1	36.1
WIDE WORLD OF SPORTS		38.3	33.9	42.1	44.9	36.9	33.5	37.7
SPORTS WORLD		28.1	26.5	31.4	28.1	27.3	24.0	27.8
SPORTS SUNDAY		25.8	26.2	31.1	28.1	25.9	23.4	26.5
SPORTS SATURDAY		20.4	19.7	24.8	21.1	22.5	19.2	20.9
MONDAY NIGHT FOOTBALL		37.7	37.7	42.1	40.5	41.0	38.9	38.8
* WTBS (TURNER SYSTEM)		11.5	10.7	14.5	14.1	18.8	18.6	13.0
ESPN (CABLE SPORTS)		22.3	21.9	24.8	25.4	24.9	22.2	23.0
USA NETWORK SPORTS		11.3	11.0	11.9	13.5	12.3	13.2	11.7

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE C-30

TV SELF-REPORTS OF BLACK MALE POST/HSDG RECRUITS BY AGE

PROGRAMS		AGE AT CONTRACTING						TOTAL
		17	18	19	20	21-23	24+	
ITEM T137	n =	308	168	101	66	79	57	779
* NOT THESE/NO REGULAR TV		21.1	28.6	33.7	31.8	38.0	24.6	27.2
* SOLID GOLD		41.2	33.9	33.7	33.3	32.9	17.5	35.4
SOUL TRAIN		48.1	47.0	40.6	40.9	43.0	36.8	44.9
AMERICAN BANDSTAND		22.1	20.2	18.8	12.1	20.3	7.0	19.1
DANCE FEVER		22.4	22.6	14.9	18.2	22.8	10.5	20.3
MOVIES ON NETWORK TV		39.3	33.9	32.7	28.8	31.6	29.8	34.9
* LIKE SAT. NIGHT LIVE		42.5	35.1	30.7	25.8	36.7	21.1	35.8
CABLE TV PROGRAMS		40.3	35.1	38.6	39.4	39.2	42.1	38.9
NIGHTLY NETWORK NEWS		23.4	28.0	20.8	24.2	27.8	35.1	25.4
LOCAL NEWS		40.9	32.7	31.7	42.4	35.4	47.4	38.0
ITEM T138	n =	308	168	100	65	78	57	776
* NO REGULAR TV SPORTS		13.3	17.9	19.0	10.8	28.2	14.0	16.4
PRO BOWLING		12.0	11.9	17.0	12.3	15.4	8.8	12.8
* NFL SEASON GAMES		71.8	65.5	59.0	73.8	52.6	71.9	67.0
PLAYOFFS/SUPERBOWL		30.8	27.4	28.0	29.2	29.5	29.8	29.4
COLLEGE FOOTBALL		60.4	50.6	50.0	56.9	50.0	66.7	56.1
BASEBALL SEASON GAMES		42.5	36.9	44.0	43.1	47.4	40.4	41.9
PLAYOFFS/WORLD SERIES		32.1	32.1	37.0	26.2	37.2	36.8	33.1
NBA BASKETBALL		60.4	58.3	59.0	61.5	61.5	63.2	60.2
COLLEGE BASKETBALL		50.6	49.4	40.0	49.2	55.1	52.6	49.5
NHL HOCKEY		6.8	7.1	9.0	9.2	5.1	10.5	7.5
ITEM T139	n =	304	167	101	64	79	58	773
NO REGULAR TV SPORTS		18.4	23.4	19.8	7.8	22.8	17.2	19.1
WIDE WORLD OF SPORTS		45.4	42.5	47.5	46.9	46.8	48.3	45.5
SPORTS WORLD		39.8	37.1	42.6	42.2	44.3	41.4	40.4
SPORTS SUNDAY		41.1	38.9	47.5	39.1	45.6	41.4	41.8
SPORTS SATURDAY		34.5	32.9	40.6	32.8	36.7	29.3	34.7
MONDAY NIGHT FOOTBALL		53.0	52.7	52.5	57.8	53.2	60.3	53.8
WTBS (TURNER SYSTEM)		15.5	14.4	18.8	17.2	15.2	13.8	15.7
ESPN (CABLE SPORTS)		25.3	26.9	35.6	32.8	34.2	36.2	29.4
USA NETWORK SPORTS		16.8	16.2	19.8	17.2	27.8	17.2	18.2

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE C-31
RADIO SELF-REPORTS OF WHITES BY AGE

PROGRAMS		AGE AT CONTRACTING						TOTAL
		17	18	19	20	21-23	24+	
ITEM T140	n =	1625	898	477	259	418	244	3921
* DON'T LISTEN TO RADIO		4.6	5.6	5.7	5.0	7.2	11.9	5.7
FM AT HOME		25.0	25.3	23.7	25.9	27.3	28.7	25.4
* FM/STEREO AT HOME		73.5	68.2	71.1	65.3	65.6	59.4	69.7
AM AT HOME		9.3	8.7	7.1	7.7	6.0	11.9	8.6
FM IN THE CAR		16.1	15.9	18.0	17.0	21.1	17.6	17.0
FM/STEREO IN THE CAR		50.5	48.0	49.1	47.9	44.5	41.8	48.4
* AM IN THE CAR		11.9	10.8	7.5	8.5	11.2	17.2	11.2
* ALL NEWS		2.5	2.3	2.7	5.0	5.7	4.9	3.1
SPORTS PROGRAMMING		4.0	4.3	5.7	5.0	6.7	7.4	4.8
* TALK RADIO		2.0	3.5	3.8	3.1	3.8	5.7	3.0
ITEM T141	n =	1621	896	473	262	416	244	3912
* DON'T LISTEN TO MUSIC		2.8	4.0	3.4	5.3	4.8	8.6	3.9
* COUNTRY		30.2	28.8	28.1	34.0	34.4	38.9	30.9
* EASY LISTENING		17.5	20.1	19.5	21.4	27.4	36.1	20.8
* SOUL		8.5	10.0	8.2	11.1	11.8	15.6	9.8
POP		29.9	26.8	25.2	27.5	30.8	34.0	28.8
ALBUM ROCK		40.9	40.7	44.2	44.3	41.6	36.9	41.3
NEW WAVE/ROCK./PUNK		21.3	18.8	22.0	16.8	17.5	17.6	19.9
* HARD ROCK		47.1	48.2	45.5	45.0	32.2	28.7	44.3
* OLDIES (50'S OR 60'S)		19.3	18.6	19.7	25.2	23.3	33.6	20.9
* OTHER		8.9	10.5	9.7	9.9	14.7	23.8	11.0

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE C-32
RADIO SELF-REPORTS OF BLACKS BY AGE

PROGRAMS		AGE AT CONTRACTING						TOTAL
		17	18	19	20	21-23	24+	
ITEM T140	n =	384	219	134	89	114	82	1022
DON'T LISTEN TO RADIO		4.9	5.9	9.0	9.0	7.9	4.9	6.4
FM AT HOME		40.4	40.2	38.8	36.0	32.5	34.1	38.4
FM/STEREO AT HOME		66.4	66.7	64.9	62.9	68.4	64.6	66.0
AM AT HOME		27.1	27.9	24.6	20.2	21.9	14.6	24.8
FM IN THE CAR		24.7	24.7	23.9	30.3	28.9	24.4	25.5
FM/STEREO IN THE CAR		38.8	34.7	35.8	33.7	30.7	40.2	36.3
* AM IN THE CAR		20	19.6	14.9	11.2	15.8	7.3	17.0
ALL NEWS		4.4	5.0	5.2	1.1	7.0	11.0	5.2
SPORTS PROGRAMMING		7.0	8.2	6.0	3.4	11.4	8.5	7.4
* TALK RADIO		3.9	6.8	2.2	4.5	7.9	11.0	5.4
ITEM T141	n =	384	217	134	89	111	80	1015
DON'T LISTEN TO MUSIC		2.9	4.1	3.0	2.2	7.2	1.3	3.4
COUNTRY		7.8	9.2	9.7	7.9	4.5	12.5	8.4
EASY LISTENING		19.8	19.8	20.9	23.6	24.3	18.8	20.7
SOUL		75.5	75.1	77.6	76.4	75.7	78.8	76.1
POP		35.2	26.3	32.1	30.3	31.5	26.3	31.3
ALBUM ROCK		16.9	17.1	16.4	16.9	21.6	15.0	17.2
NEW WAVE/ROCK./PUNK		22.7	22.6	22.4	27.0	20.7	16.3	22.3
HARD ROCK		9.9	12.0	9.7	10.1	9.9	8.8	10.2
* OLDIES (50'S OR 60'S)		14.6	12.9	11.9	12.4	25.2	23.8	15.6
* OTHER		15.6	9.7	14.9	15.7	18.0	27.5	15.5

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE C-33
TV SELF-REPORTS OF WHITES BY AGE

PROGRAMS		AGE AT CONTRACTING						TOTAL
		17	18	19	20	21-23	24+	
ITEM T137	n =	1629	898	473	260	419	245	3924
NOT THESE/NO REGULAR TV		29.8	33.6	29.8	30.0	34.8	35.1	31.6
SOLID GOLD		17.4	16.0	15.4	13.5	14.6	12.7	16.0
SOUL TRAIN		4.4	4.3	5.9	5.4	2.6	3.3	4.4
AMERICAN BANDSTAND		10.2	9.4	8.9	9.2	6.7	5.7	9.1
DANCE FEVER		4.8	5.6	3.4	5.4	4.1	4.5	4.7
MOVIES ON NETWORK TV		37.0	31.6	34.7	33.8	31.0	35.1	34.5
LIKE SAT. NIGHT LIVE		32.0	28.4	29.8	31.5	26.5	24.1	29.8
CABLE TV PROGRAMS		35.5	33.4	34.7	32.7	35.1	33.9	34.6
* NIGHTLY NETWORK NEWS		21.3	21.8	23.7	26.5	27.9	35.9	23.7
* LOCAL NEWS		31.5	29.1	25.6	31.5	35.8	41.6	31.3
ITEM T138	n =	1626	891	470	260	418	246	3911
NO REGULAR TV SPORTS		36.9	38.4	36.2	35.0	40.9	45.5	38.0
PRO BOWLING		12.5	10.9	10.9	16.2	15.6	11.8	12.5
NFL SEASON GAMES		49.2	47.8	50.6	52.7	46.9	45.5	48.8
PLAYOFFS/SUPERBOWL		30.4	26.7	27.0	26.9	28.5	27.2	28.5
COLLEGE FOOTBALL		43.2	42.3	39.6	47.7	43.3	42.3	42.8
BASEBALL SEASON GAMES		27.2	24.7	27.9	31.9	31.1	27.6	27.5
PLAYOFFS/WORLD SERIES		31.3	27.9	29.8	33.1	32.5	34.1	30.8
NBA BASKETBALL		22.4	21.1	23.2	25.4	24.2	24.0	22.7
COLLEGE BASKETBALL		19.9	18.9	20.9	25.8	23.4	20.7	20.6
NHL HOCKEY		13.6	13.0	13.8	13.8	13.4	11.0	13.3
ITEM T139	n =	1619	890	468	257	414	244	3892
* NO REGULAR TV SPORTS		38.9	40.6	36.3	30.7	42.5	47.5	39.3
WIDE WORLD OF SPORTS		36.0	33.4	38.9	44.0	35.5	34.4	36.1
SPORTS WORLD		26.5	24.7	28.4	26.5	24.2	20.9	25.7
SPORTS SUNDAY		23.9	24.4	27.1	25.3	22.7	21.3	24.2
SPORTS SATURDAY		19.3	18.3	22.6	19.8	20.3	17.2	19.5
MONDAY NIGHT FOOTBALL		35.1	35.3	38.2	35.4	37.9	34.0	35.8
* WTBS (TURNER SYSTEM)		10.7	9.6	12.4	12.5	15.9	15.2	11.6
ESPN (CABLE SPORTS)		20.8	20.7	22.4	22.2	22.2	19.3	21.1
USA NETWORK SPORTS		10.9	10.2	10.5	12.5	11.4	11.5	10.9

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE C-34
TV SELF-REPORTS OF BLACKS BY AGE

PROGRAMS		AGE AT CONTRACTING						TOTAL
		17	18	19	20	21-23	24+	
ITEM T137	n =	385	219	133	91	115	81	1024
* NOT THESE/NO REGULAR TV		21.8	26.0	32.3	34.1	38.3	28.4	27.5
* SOLID GOLD		41.6	35.2	33.8	35.2	33.0	19.8	35.9
SOUL TRAIN		46.8	47.5	42.1	37.4	43.5	37.0	44.3
AMERICAN BANDSTAND		21.8	22.4	18.0	14.3	18.3	8.6	19.3
DANCE FEVER		23.1	23.3	17.3	19.8	23.5	14.8	21.5
MOVIES ON NETWORK TV		39.7	33.8	32.3	29.7	35.7	34.6	35.7
* LIKE SAT. NIGHT LIVE		42.6	33.3	30.8	25.3	36.5	23.5	35.4
CABLE TV PROGRAMS		40.3	34.2	38.3	35.2	39.1	38.3	38.0
NIGHTLY NETWORK NEWS		24.2	26.0	21.1	26.4	29.6	37.0	26.0
LOCAL NEWS		39.2	33.8	32.3	40.7	39.1	48.1	38.0
ITEM T138	n =	384	218	132	90	113	81	1018
* NO REGULAR TV SPORTS		14.8	19.3	22.7	20.0	30.1	19.8	19.4
PRO BOWLING		12.2	11.5	15.9	10.0	14.2	9.9	12.4
* NFL SEASON GAMES		66.7	61.5	53.0	65.6	52.2	63.0	61.8
PLAYOFFS/SUPERBOWL		27.3	27.5	24.2	26.7	30.1	25.9	27.1
COLLEGE FOOTBALL		57.8	50.0	44.7	51.1	50.4	58.0	53.0
BASEBALL SEASON GAMES		38.3	34.9	40.2	36.7	44.2	34.6	38.0
PLAYOFFS/WORLD SERIES		29.4	30.7	34.1	25.6	37.2	30.9	30.9
NBA BASKETBALL		59.1	57.3	56.1	54.4	60.2	60.5	58.2
COLLEGE BASKETBALL		48.7	49.5	40.2	43.3	49.6	44.4	47.1
NHL HOCKEY		6.5	5.5	9.8	11.1	6.2	7.4	7.2
ITEM T139	n =	379	218	133	89	112	81	1012
NO REGULAR TV SPORTS		22.2	23.9	24.1	18.0	26.8	24.7	23.1
WIDE WORLD OF SPORTS		43.3	42.7	46.6	43.8	46.4	45.7	44.2
SPORTS WORLD		36.4	36.2	42.9	38.2	41.1	35.8	37.8
SPORTS SUNDAY		39.3	38.1	46.6	33.7	41.1	35.8	39.4
SPORTS SATURDAY		31.9	31.7	39.8	27.0	34.8	27.2	32.4
MONDAY NIGHT FOOTBALL		49.1	49.1	47.4	51.7	50.0	51.9	49.4
WTBS (TURNER SYSTEM)		14.2	13.3	18.8	16.9	16.1	11.1	14.8
ESPN (CABLE SPORTS)		24.8	26.6	33.8	29.2	32.1	30.9	28.1
USA NETWORK SPORTS		15.6	16.1	21.1	15.7	24.1	13.6	17.2

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

U. S. ARMY ADVERTISING FROM THE RECRUITS' VIEWPOINT

APPENDIX D: TABLES OF AUDIENCE SHARES

This appendix presents tables of audience shares for radio and TV programs for which self-reports were given by recruits in the 1983 ARI Survey of Recruits. Tables in this appendix are to supplement tables in Appendix C by presenting the data as row percents rather than column percents. These tables are discussed in chapter 3, Self-reported TV and Radio Habits. In addition to comments made in that chapter on the collection and interpretation of this data, a few comments are needed here for interpreting the tables in this appendix.

Tables in this appendix present "audience shares" which we define here to be the percentages of recruits in various categories who reported listening or watching a particular program on a regular basis. Percentages add across rows to 100% of the total N listed. For example, in Table D-2, of the NPS RA recruits who said they watched College Basketball, 59.6% are White, 35.6% are Black, 2.4% are Hispanic, and 2.4% are Other. These percentages are compared to the percents of those answering Item T138 who are White (74.2%), Black (19.3%), Hispanic (3.6%), and Other (2.9%). This comparison shows how much larger the audience share for College Basketball is for Blacks than would be predicted just by their percentage of the recruits; likewise the audience share of Whites is smaller than is their percentage of the recruits.

The N sizes are given for each response only as an indication of how many recruits are in the row percentages. However, each item is based on the total N for the item, since everyone answering the item answered every response by either marking each response or not marking it.

Keep in mind that these are not audience shares of potential recruits nor of a representative sample of the non-recruit population. These are only audience shares of those who applied and were accepted for enlistment. Thus the sample is not representative of the young American population because of self-selection by application for enlistment and Army selection on the basis of education, AFQT, physical, and law violation standards.

TABLE D-1
RADIO AUDIENCE SHARES BY ETHNIC GROUP

PROGRAMS	ETHNIC GROUP				N
	WHITE	BLACK	HISPANIC	OTHER	
ITEM T140	74.2	19.3	3.6	2.8	5344
DON'T LISTEN TO RADIO	70.3	21.4	4.6	3.7	323
* FM AT HOME	66.9	26.4	3.5	3.2	1496
* FM/STEREO AT HOME	75.5	18.6	3.4	2.5	3668
* AM AT HOME	52.6	39.4	3.7	4.2	644
* FM IN THE CAR	67.9	26.6	3.4	2.1	990
* FM/STEREO IN THE CAR	80.0	15.6	2.4	2.0	2398
* AM IN THE CAR	67.5	26.7	2.9	2.9	658
* ALL NEWS	65.4	28.7	2.7	3.2	188
* SPORTS PROGRAMMING	70.1	27.7	1.5	0.7	274
* TALK RADIO	65.4	30.8	2.7	1.1	182
ITEM T141	74.2	19.3	3.7	2.9	5332
DON'T LISTEN TO MUSIC	73.0	17.1	4.3	5.7	211
* COUNTRY	88.6	6.3	3.0	2.1	1376
EASY LISTENING	73.8	18.9	3.2	4.1	1118
* SOUL	30.5	61.5	4.6	3.4	1266
POP	73.4	20.8	2.8	3.0	1554
* ALBUM ROCK	86.0	9.3	2.4	2.3	1899
NEW WAVE/ROCK./PUNK	72.1	21.2	3.7	3.0	1093
* HARD ROCK	89.9	5.4	2.7	1.9	1956
* OLDIES (50'S OR 60'S)	77.0	14.8	4.4	3.8	1081
* OTHER	66.1	24.0	6.0	4.0	654

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE D-2
TV AUDIENCE SHARES BY ETHNIC GROUP

PROGRAMS		ETHNIC GROUP				N
		WHITE	BLACK	HISPANIC	OTHER	
ITEM T137	n=	3970	1036	195	155	5356
* NOT THESE/NO REGULAR TV		31.8	27.6	39.5	36.8	31.4
* SOLID GOLD		15.9	35.9	20.5	22.6	20.1
* SOUL TRAIN		4.4	44.3	14.9	10.3	12.7
* AMERICAN BANDSTAND		9.1	19.3	9.7	9.7	11.1
* DANCE FEVER		4.7	21.3	8.7	8.4	8.2
* MOVIES ON NETWORK TV		34.4	35.7	27.2	29.7	34.3
* LIKE SAT. NIGHT LIVE		29.7	35.3	16.9	22.6	30.2
* CABLE TV PROGRAMS		34.5	38.1	25.6	29.7	34.7
NIGHTLY NETWORK NEWS		23.7	25.8	19.0	23.2	23.9
* LOCAL NEWS		31.3	38.1	29.2	32.9	32.6
ITEM T138	n=	3957	1030	192	154	5333
* NO REGULAR TV SPORTS		38.1	19.4	37.0	39.0	34.5
PRO BOWLING		12.4	12.3	10.9	6.5	12.2
* NFL SEASON GAMES		48.7	61.8	35.9	42.2	50.6
* PLAYOFFS/SUPERBOWL		42.8	53.2	35.4	41.6	44.5
* COLLEGE FOOTBALL		27.4	38.1	16.1	20.8	28.9
BASEBALL SEASON GAMES		28.4	27.2	25.5	22.7	27.9
PLAYOFFS/WORLD SERIES		30.6	31.0	25.0	28.6	30.4
* NBA BASKETBALL		22.6	58.3	26.0	31.2	29.9
* COLLEGE BASKETBALL		20.5	47.1	17.2	21.4	25.6
* NHL HOCKEY		13.2	7.2	10.4	11.0	11.9
ITEM T139	n=	3938	1024	191	153	5306
* NO REGULAR TV SPORTS		39.4	23.3	39.3	37.3	36.3
* WIDE WORLD OF SPORTS		36.1	44.1	36.1	41.8	37.8
* SPORTS WORLD		25.7	37.8	27.2	26.1	28.1
* SPORTS SUNDAY		24.3	39.4	22.5	27.5	27.2
* SPORTS SATURDAY		19.6	32.4	21.5	24.8	22.3
* MONDAY NIGHT FOOTBALL		35.7	49.4	26.7	31.4	37.9
* WTBS (TURNER SYSTEM)		11.6	14.8	6.3	5.9	11.8
* ESPN (CABLE SPORTS)		21.1	27.9	28.4	16.3	21.8
* USA NETWORK SPORTS		10.8	17.2	15.2	19.2	11.8

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE D-3
RADIO AUDIENCE SHARES BY GENDER AND ETHNIC GROUP

PROGRAMS	WHITE		BLACK		N
	MALE	FEMALE	MALE	FEMALE	
ITEM T140	72.0	7.4	18.1	2.6	5001
DON'T LISTEN TO RADIO	71.3	5.4	21.3	2.0	296
# * FM AT HOME	63.0	8.7	23.2	5.1	1396
FM/STEREO AT HOME	72.2	8.0	17.2	2.5	3451
AM AT HOME	50.1	7.1	37.6	5.2	593
# FM IN THE CAR	64.5	7.4	23.3	4.8	935
FM/STEREO IN THE CAR	76.2	7.6	13.8	2.5	2291
* AM IN THE CAR	60.2	11.5	23.7	4.7	620
ALL NEWS	64.4	5.1	26.0	4.5	177
* SPORTS PROGRAMMING	69.4	2.2	26.5	1.9	268
TALK RADIO	60.6	7.4	26.3	5.7	175
ITEM T141	72.0	7.4	18.0	2.6	4985
DON'T LISTEN TO MUSIC	76.8	4.2	16.3	2.6	190
* COUNTRY	81.1	12.3	5.9	0.8	1306
# * EASY LISTENING	68.0	11.7	16.6	3.8	1036
* SOUL	28.8	4.4	58.4	8.5	1165
# * POP	67.8	10.1	18.1	4.0	1463
ALBUM ROCK	81.3	8.9	8.5	1.3	1810
* NEW WAVE/ROCK./PUNK	66.1	11.2	19.2	3.5	1020
* HARD ROCK	87.8	6.5	4.9	0.8	1865
* OLDIES (50'S OR 60'S)	72.9	11.0	13.3	2.8	992
# * OTHER	63.7	9.7	21.7	4.9	589

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

GENDER DIFFERENCES: * $p < .01$ among Whites; # $p < .05$ among Blacks

TABLE D-4

TV AUDIENCE SHARES BY GENDER AND ETHNIC GROUP

PROGRAMS	WHITE		BLACK		N
	MALE	FEMALE	MALE	FEMALE	
ITEM T137	72.0	7.4	18.1	2.6	5006
NOT THESE/NO REGULAR TV	72.8	8.7	16.2	2.3	1547
* SOLID GOLD	55.0	7.9	31.4	5.7	1002
SOUL TRAIN	25.0	2.5	62.6	10.0	633
* AMERICAN BANDSTAND	54.7	9.6	30.3	5.3	561
# * DANCE FEVER	38.5	7.4	43.4	10.8	408
# MOVIES ON NETWORK TV	70.4	8.3	17.7	3.6	1737
# LIKE SAT. NIGHT LIVE	70.5	5.8	20.0	3.7	1547
CABLE TV PROGRAMS	70.8	6.8	19.5	2.9	1763
# NIGHTLY NETWORK NEWS	71.4	6.5	18.5	3.6	1206
LOCAL NEWS	68.8	7.1	20.5	3.7	1636
ITEM T138	72.0	7.4	18.0	2.6	4987
# * NO REGULAR TV SPORTS	75.3	13.0	8.6	3.2	1707
# * PRO BOWLING	74.6	4.8	19.4	1.1	619
# * NFL SEASON GAMES	71.1	4.1	23.1	1.7	2566
# * PLAYOFFS/SUPERBOWL	75.7	4.3	19.2	0.8	1404
# * COLLEGE FOOTBALL	71.0	4.6	22.5	2.0	2241
# * BASEBALL SEASON GAMES	70.1	3.3	25.1	1.4	1476
# * PLAYOFFS/WORLD SE	75.1	4.0	19.5	1.3	1531
# * NBA BASKETBALL	57.0	2.9	36.0	4.1	1494
# * COLLEGE BASKETBALL	60.0	2.6	34.2	3.2	1297
* NHL HOCKEY	83.3	4.3	11.7	0.7	598
ITEM T139	72.0	7.4	18.1	2.6	4962
# * NO REGULAR TV SPORTS	74.2	12.4	10.1	3.2	1792
# * WIDE WORLD OF SPORTS	70.2	5.7	21.7	2.4	1873
# * SPORTS WORLD	68.2	4.1	26.0	1.6	1398
# * SPORTS SUNDAY	67.2	3.2	28.0	1.7	1358
# * SPORTS SATURDAY	66.6	3.3	28.1	2.0	1102
# * MONDAY NIGHT FOOTBALL	70.0	3.6	24.8	1.6	1913
# * WTBS (TURNER SYSTEM)	72.3	2.6	23.6	1.5	607
# * ESPN (CABLE SPORTS)	70.6	3.8	23.7	2.0	1116
# * USA NETWORK SPORTS	67.8	3.0	27.7	1.5	603

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

GENDER DIFFERENCES: * $p < .01$ among Whites; # $p < .05$ among Blacks

TABLE D-5
RADIO AUDIENCE SHARES OF WHITES BY EDUCATION

PROGRAMS	EDUCATION			N
	POST	HSDG	NHSG	
ITEM T140	2.3	80.4	17.2	3967
DON'T LISTEN TO RADIO	4.4	75.8	19.8	227
FM AT HOME	2.6	81.1	16.3	1001
* FM/STEREO AT HOME	1.9	81.4	16.6	2770
AM AT HOME	2.4	80.8	16.8	339
FM IN THE CAR	3.1	82.1	14.7	672
FM/STEREO IN THE CAR	2.1	82.1	15.8	1918
* AM IN THE CAR	4.7	82.9	12.4	444
ALL NEWS	4.9	81.3	13.8	123
SPORTS PROGRAMMING	1.6	84.9	13.5	192
TALK RADIO	3.4	78.2	18.5	119
ITEM T141	2.3	80.5	17.2	3958
* DON'T LISTEN TO MUSIC	4.5	72.1	23.4	154
COUNTRY	2.1	83.1	14.8	1219
* EASY LISTENING	4.1	81.0	14.9	825
SOUL	3.6	78.8	17.6	386
* POP	3.1	83.9	13.1	1140
ALBUM ROCK	2.3	82.2	15.6	1633
* NEW WAVE/ROCK./PUNK	1.9	86.3	11.8	788
* HARD ROCK	1.4	79.3	19.3	1759
OLDIES (50'S OR 60'S)	3.2	79.2	17.5	832
* OTHER	4.9	78.0	17.1	432

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE D-6
RADIO AUDIENCE SHARES OF BLACKS BY EDUCATION

PROGRAMS	EDUCATION			N
	POST	HSDG	NHSG	
ITEM T140	2.2	86.6	11.2	1034
* DON'T LISTEN TO RADIO	1.4	76.8	21.7	69
FM AT HOME	2.5	86.6	10.9	395
FM/STEREO AT HOME	2.1	86.5	11.5	681
AM AT HOME	1.2	89.0	9.8	254
FM IN THE CAR	2.3	87.5	10.3	263
FM/STEREO IN THE CAR	2.1	86.3	11.5	373
AM IN THE CAR	1.7	89.8	8.5	176
ALL NEWS	5.6	83.3	11.1	54
* SPORTS PROGRAMMING	6.6	85.5	7.9	76
* TALK RADIO	7.1	80.4	12.5	56
ITEM T141	2.1	86.8	11.1	1027
DON'T LISTEN TO MUSIC	0.0	83.3	16.7	36
COUNTRY	0.0	82.8	17.2	87
EASY LISTENING	2.8	87.2	10.0	211
* SOUL	1.9	88.6	9.5	779
POP	2.2	85.8	12.1	323
ALBUM ROCK	1.7	83.1	15.3	177
NEW WAVE/ROCK./PUNK	2.2	84.5	13.4	232
* HARD ROCK	0.9	81.1	17.9	106
* OLDIES (50'S OR 60'S)	3.8	80.6	15.6	160
* OTHER	5.1	79.0	15.9	157

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE D-7

TV AUDIENCE SHARES OF WHITES BY EDUCATION

PROGRAMS	EDUCATION			N
	POST	HSDG	NHSG	
ITEM T137	2.3	80.5	17.2	3970
NOT THESE/NO REGULAR TV	2.6	79.3	18.1	1261
SOLID GOLD	1.7	83.7	14.6	630
SOUL TRAIN	2.9	74.7	22.4	174
AMERICAN BANDSTAND	1.1	84.2	14.7	361
DANCE FEVER	2.1	80.7	17.1	187
* MOVIES ON NETWORK TV	1.8	84.9	13.3	1367
LIKE SAT. NIGHT LIVE	1.9	82.8	15.3	1181
CABLE TV PROGRAMS	2.6	81.6	15.9	1368
NIGHTLY NETWORK NEWS	3.3	81.4	15.3	939
LOCAL NEWS	2.8	81.3	15.9	1241
ITEM T138	2.3	80.3	17.4	3957
NO REGULAR TV SPORTS	2.9	78.5	18.6	1507
PRO BOWLING	1.2	78.3	20.5	492
* NFL SEASON GAMES	1.9	82.9	15.2	1929
* PLAYOFFS/SUPERBOWL	2.0	83.3	14.8	1124
* COLLEGE FOOTBALL	1.9	83.9	14.2	1693
* BASEBALL SEASON GAMES	2.4	85.1	12.5	1084
* PLAYOFFS/WORLD SERIES	2.2	84.4	13.4	1212
NBA BASKETBALL	2.5	83.2	14.3	894
* COLLEGE BASKETBALL	2.5	84.5	13.1	812
NHL HOCKEY	1.1	83.4	15.5	524
ITEM T139	2.3	80.4	17.2	3938
NO REGULAR TV SPORTS	2.9	78.8	18.3	1553
WIDE WORLD OF SPORTS	2.0	82.2	15.8	1421
SPORTS WORLD	1.9	83.3	14.8	1011
SPORTS SUNDAY	1.6	83.5	15.0	955
SPORTS SATURDAY	1.7	81.6	16.8	770
MONDAY NIGHT FOOTBALL	2.1	82.6	15.4	1407
WTBS (TURNER SYSTEM)	3.1	82.9	14.1	455
ESPN (CABLE SPORTS)	2.3	82.7	15.1	830
USA NETWORK SPORTS	1.9	81.0	17.1	427

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE D-8

TV AUDIENCE SHARES OF BLACKS BY EDUCATION

PROGRAMS	EDUCATION			N
	POST	HSDG	NHSG	
ITEM T137	2.2	86.5	11.3	1036
NOT THESE/NO REGULAR TV	2.1	86.0	11.9	286
* SOLID GOLD	0.8	89.0	10.2	372
SOUL TRAIN	2.0	88.5	9.6	459
AMERICAN BANDSTAND	0.0	89.5	10.5	200
DANCE FEVER	1.8	89.6	8.6	221
MOVIES ON NETWORK TV	2.2	88.6	9.2	370
* LIKE SAT. NIGHT LIVE	1.6	90.4	7.9	366
CABLE TV PROGRAMS	2.5	87.8	9.6	395
NIGHTLY NETWORK NEWS	3.0	87.6	9.4	267
LOCAL NEWS	2.8	88.4	8.9	395
ITEM T138	2.1	86.7	11.2	1030
NO REGULAR TV SPORTS	2.0	90.0	8.0	200
* PRO BOWLING	3.9	79.5	16.5	127
NFL SEASON GAMES	2.0	87.6	10.4	637
PLAYOFFS/SUPERBOWL	2.1	84.6	13.2	280
COLLEGE FOOTBALL	2.4	86.3	11.3	548
BASEBALL SEASON GAMES	2.6	87.0	10.5	392
PLAYOFFS/WORLD SERIES	2.8	85.3	11.9	319
NBA BASKETBALL	2.7	86.3	11.0	600
COLLEGE BASKETBALL	2.3	86.6	11.1	485
NHL HOCKEY	4.1	81.1	14.9	74
ITEM T139	2.1	86.7	11.1	1024
NO REGULAR TV SPORTS	2.1	85.8	12.1	239
WIDE WORLD OF SPORTS	1.8	86.5	11.7	452
SPORTS WORLD	1.8	85.3	12.9	387
SPORTS SUNDAY	2.7	83.9	13.4	403
SPORTS SATURDAY	2.1	86.1	11.7	332
MONDAY NIGHT FOOTBALL	2.6	86.8	10.7	506
WTBS (TURNER SYSTEM)	2.0	84.9	13.2	152
ESPN (CABLE SPORTS)	3.5	84.3	12.2	286
USA NETWORK SPORTS	2.8	83.5	13.6	176

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE D-9

RADIO AUDIENCE SHARES OF WHITE MALE POST/HSDG RECRUITS BY AFQT

PROGRAMS	AFQT				N
	4A4B	3B	3A	1&2	
ITEM T140	4.3	27.0	24.7	44.1	2920
DON'T LISTEN TO RADIO	5.4	28.3	24.1	42.2	166
FM AT HOME	5.0	28.9	26.8	39.3	720
* FM/STEREO AT HOME	3.8	24.9	24.3	47.0	2035
AM AT HOME	2.9	26.1	26.6	44.4	241
FM IN THE CAR	4.8	27.7	26.5	41.0	505
* FM/STEREO IN THE CAR	3.4	23.1	23.6	49.9	1445
* AM IN THE CAR	2.2	21.3	24.7	51.9	320
* ALL NEWS	5.1	17.3	13.3	64.3	98
* SPORTS PROGRAMMING	1.9	23.0	19.3	55.9	161
TALK RADIO	2.4	21.2	21.2	55.3	85
ITEM T141	4.3	26.9	24.6	44.2	2917
DON'T LISTEN TO MUSIC	9.1	28.2	22.7	40.0	110
* COUNTRY	4.9	30.2	26.3	38.6	881
EASY LISTENING	4.5	24.7	26.6	44.2	582
SOUL	4.8	23.2	30.3	41.7	271
* POP	2.8	19.3	25.3	52.6	846
* ALBUM ROCK	3.3	22.4	25.2	49.1	1219
* NEW WAVE/ROCK./PUNK	2.7	21.4	23.8	52.0	583
* HARD ROCK	3.0	26.1	24.7	46.2	1300
* OLDIES (50'S OR 60'S)	3.1	23.0	24.7	49.2	579
* OTHER	3.3	17.6	25.2	53.8	301

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE D-10

RADIO AUDIENCE SHARES OF BLACK MALE POST/HSDG RECRUITS BY AFQT

PROGRAMS	AFQT				N
	4A4B	3B	3A	1&2	
ITEM T140	15.4	53.6	19.5	11.5	788
DON'T LISTEN TO RADIO	25.0	41.7	18.8	14.6	48
FM AT HOME	13.8	54.3	21.6	10.3	282
FM/STEREO AT HOME	13.2	54.2	20.6	12.0	515
* AM AT HOME	12.6	62.1	18.7	6.6	198
FM IN THE CAR	12.5	52.1	24.0	11.5	192
FM/STEREO IN THE CAR	13.2	50.9	21.6	14.3	273
AM IN THE CAR	10.6	60.6	19.7	9.1	132
ALL NEWS	15.0	45.0	25.0	15.0	40
SPORTS PROGRAMMING	7.7	61.5	18.5	12.3	65
TALK RADIO	12.8	59.0	15.4	12.8	39
ITEM T141	15.4	53.5	19.5	11.6	785
DON'T LISTEN TO MUSIC	28.0	44.0	20.0	8.0	25
COUNTRY	20.6	54.0	20.6	4.8	63
* EASY LISTENING	11.9	47.7	27.2	13.2	151
SOUL	14.4	53.1	19.8	12.7	606
* POP	10.6	51.3	22.6	15.5	226
ALBUM ROCK	14.3	50.8	22.2	12.7	126
NEW WAVE/ROCK./PUNK	9.1	57.6	21.2	12.1	165
HARD ROCK	16.4	43.8	26.0	13.7	73
OLDIES (50'S OR 60'S)	10.2	52.8	22.2	14.8	108
OTHER	12.6	53.4	21.4	12.6	103

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE D-11

TV AUDIENCE SHARES OF WHITE MALE POST/HSDG RECRUITS BY AFQT

PROGRAMS	AFQT				N
	4A4B	3B	3A	1&2	
ITEM T137	4.3	26.9	24.7	44.1	2923
NOT THESE/NO REGULAR TV	5.6	25.7	24.6	44.2	900
* SOLID GOLD	5.0	32.2	27.2	35.7	460
* SOUL TRAIN	5.8	38.8	30.6	24.8	121
* AMERICAN BANDSTAND	5.5	39.6	27.5	27.5	255
* DANCE FEVER	6.3	37.3	30.2	26.2	126
MOVIES ON NETWORK TV	3.7	24.9	25.7	45.7	1042
* LIKE SAT. NIGHT LIVE	2.3	23.5	24.9	49.3	911
* CABLE TV PROGRAMS	3.7	25.7	22.4	48.2	1034
* NIGHTLY NETWORK NEWS	3.1	21.1	22.6	53.2	720
LOCAL NEWS	3.7	24.4	23.8	48.1	931
ITEM T138	4.3	26.9	24.6	44.1	2908
NO REGULAR TV SPORTS	4.8	26.0	24.8	44.4	1008
PRO BOWLING	4.7	28.8	21.6	44.9	361
NFL SEASON GAMES	4.4	27.1	24.2	44.2	1533
PLAYOFFS/SUPERBOWL	3.7	27.1	22.7	46.5	897
* COLLEGE FOOTBALL	3.7	24.8	24.7	46.8	1352
* BASEBALL SEASON GAMES	3.7	24.7	22.4	49.2	900
* PLAYOFFS/WORLD SERIES	3.4	23.9	24.0	48.7	988
NBA BASKETBALL	4.0	26.5	23.1	46.4	724
* COLLEGE BASKETBALL	3.3	22.8	22.5	51.5	672
NHL HOCKEY	4.3	26.4	24.0	45.3	417
ITEM T139	4.2	27.0	24.8	44.0	2897
* NO REGULAR TV SPORTS	4.0	22.8	25.4	47.8	1048
WIDE WORLD OF SPORTS	4.1	27.3	26.3	42.3	1093
SPORTS WORLD	5.1	28.7	26.7	39.5	805
SPORTS SUNDAY	5.6	28.4	25.1	40.9	770
SPORTS SATURDAY	5.8	27.4	25.4	41.4	606
MONDAY NIGHT FOOTBALL	3.7	26.6	23.6	46.1	1124
WTBS (TURNER SYSTEM)	4.0	23.4	22.3	50.3	376
ESPN (CABLE SPORTS)	2.9	27.6	22.2	47.3	666
USA NETWORK SPORTS	3.6	29.0	20.4	47.0	338

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE D-12

TV AUDIENCE SHARES OF BLACK MALE POST/HSDG RECRUITS BY AFQT

PROGRAMS	AFQT				N
	4A4B	3B	3A	1&2	
ITEM T137	15.3	53.2	19.8	11.7	789
NOT THESE/NO REGULAR TV	17.6	53.2	16.7	12.5	216
SOLID GOLD	11.9	56.5	22.3	9.4	278
SOUL TRAIN	14.7	52.4	22.1	10.8	353
AMERICAN BANDSTAND	9.3	60.7	20.7	9.3	150
DANCE FEVER	10.7	56.6	24.5	8.2	159
MOVIES ON NETWORK TV	12.4	55.1	21.9	10.6	274
LIKE SAT. NIGHT LIVE	11.0	54.4	21.7	12.8	281
CABLE TV PROGRAMS	13.7	51.8	22.1	12.4	307
* NIGHTLY NETWORK NEWS	12.6	51.3	19.1	17.1	199
LOCAL NEWS	12.3	53.3	20.3	14.0	300
ITEM T138	15.3	53.2	20.0	11.6	786
NO REGULAR TV SPORTS	16.2	53.8	16.2	13.8	130
PRO BOWLING	16.0	54.0	20.0	10.0	100
NFL SEASON GAMES	13.7	52.6	22.4	11.4	527
PLAYOFFS/SUPERBOWL	13.4	53.0	23.3	10.3	232
* COLLEGE FOOTBALL	13.3	50.5	23.8	12.4	442
BASEBALL SEASON GAMES	13.0	52.7	22.4	11.8	330
PLAYOFFS/WORLD SERIES	14.9	51.0	23.4	10.7	261
NBA BASKETBALL	13.1	52.6	22.4	11.8	473
COLLEGE BASKETBALL	12.3	52.8	22.6	12.3	390
NHL HOCKEY	13.6	47.5	25.4	13.6	59
ITEM T139	15.3	53.4	19.7	11.6	783
NO REGULAR TV SPORTS	11.2	56.6	15.8	16.4	152
WIDE WORLD OF SPORTS	14.6	53.2	21.7	10.4	355
SPORTS WORLD	16.2	51.4	21.3	11.1	315
SPORTS SUNDAY	14.7	55.5	19.6	10.1	326
SPORTS SATURDAY	13.7	56.5	19.2	10.7	271
MONDAY NIGHT FOOTBALL	15.7	51.1	22.1	11.2	421
WTBS (TURNER SYSTEM)	11.4	54.5	22.8	11.4	123
ESPN (CABLE SPORTS)	16.2	47.2	24.0	12.7	229
USA NETWORK SPORTS	14.0	49.0	24.5	12.6	143

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE D-13

RADIO AUDIENCE SHARES OF WHITES BY AFQT

PROGRAMS	AFQT				N
	4A4B	3B	3A	1&2	
ITEM T140	3.4	25.1	28.9	42.7	3967
DON'T LISTEN TO RADIO	4.0	26.9	29.1	40.1	227
FM AT HOME	3.8	26.3	31.1	38.9	1001
* FM/STEREO AT HOME	2.9	22.9	28.7	45.5	2770
AM AT HOME	2.4	22.7	32.2	42.8	339
FM IN THE CAR	3.6	25.7	30.2	40.5	672
* FM/STEREO IN THE CAR	2.7	22.2	27.5	47.6	1918
* AM IN THE CAR	1.6	20.7	27.3	50.5	444
* ALL NEWS	4.1	17.1	19.5	59.3	123
SPORTS PROGRAMMING	1.6	21.9	25.0	51.6	192
TALK RADIO	1.7	18.5	28.6	51.3	119
ITEM T141	3.4	25.1	28.8	42.7	3958
DON'T LISTEN TO MUSIC	7.1	26.6	30.5	35.7	154
* COUNTRY	3.7	27.4	30.3	38.6	1219
EASY LISTENING	3.4	22.4	29.8	44.4	825
SOUL	3.4	24.1	31.6	40.9	386
* POP	2.1	18.8	28.2	50.9	1140
* ALBUM ROCK	2.5	21.7	28.4	47.5	1633
* NEW WAVE/ROCK./PUNK	2.0	20.4	26.5	51.0	788
* HARD ROCK	2.5	24.2	28.8	44.5	1759
* OLDIES (50'S OR 60'S)	2.3	21.8	28.1	47.8	832
* OTHER	2.3	18.3	27.1	52.3	432

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE D-14
RADIO AUDIENCE SHARES OF BLACKS BY AFQT

PROGRAMS	AFQT				N
	4A4B	3B	3A	1&2	
ITEM T140	12.0	49.5	23.8	14.7	1034
DON'T LISTEN TO RADIO	17.4	40.6	27.5	14.5	69
FM AT HOME	9.9	49.4	26.6	14.2	395
FM/STEREO AT HOME	10.3	49.9	23.8	16.0	681
AM AT HOME	10.2	55.1	24.4	10.2	254
FM IN THE CAR	9.1	47.9	27.8	15.2	263
* FM/STEREO IN THE CAR	9.9	46.4	25.2	18.5	373
AM IN THE CAR	8.0	52.3	27.3	12.5	176
ALL NEWS	11.1	44.4	27.8	16.7	54
SPORTS PROGRAMMING	6.6	56.6	19.7	17.1	76
TALK RADIO	8.9	44.6	26.8	19.6	56
ITEM T141	12.0	49.6	23.8	14.7	1027
DON'T LISTEN TO MUSIC	19.4	38.9	30.6	11.1	36
COUNTRY	14.9	52.9	24.1	8.0	87
* EASY LISTENING	8.5	43.1	29.9	18.5	211
SOUL	11.2	49.4	23.9	15.5	779
* POP	7.4	44.3	26.6	21.7	323
ALBUM ROCK	10.7	44.6	24.3	20.3	177
* NEW WAVE/ROCK./PUNK	6.5	50.4	24.1	19.0	232
* HARD ROCK	11.3	38.7	25.5	24.5	106
* OLDIES (50'S OR 60'S)	6.9	44.4	28.1	20.6	160
OTHER	8.9	46.5	25.5	19.1	157

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE D-15
TV AUDIENCE SHARES OF WHITES BY AFQT

PROGRAMS	AFQT				N
	4A4B	3B	3A	1&2	
ITEM T137	3.4	25.1	28.8	42.7	3970
NOT THESE/NO REGULAR TV	4.0	23.9	29.1	42.9	1261
* SOLID GOLD	3.7	29.4	31.6	35.4	630
* SOUL TRAIN	4.6	35.1	32.8	27.6	174
* AMERICAN BANDSTAND	4.2	33.8	31.9	30.2	361
* DANCE FEVER	4.3	33.2	34.8	27.8	187
MOVIES ON NETWORK TV	3.0	22.8	28.4	45.9	1367
* LIKE SAT. NIGHT LIVE	1.9	22.0	28.1	48.0	1181
CABLE TV PROGRAMS	3.0	24.5	26.8	45.8	1368
* NIGHTLY NETWORK NEWS	2.6	20.2	26.5	50.7	939
LOCAL NEWS	2.9	23.0	28.0	46.1	1241
ITEM T138	3.4	25.0	28.9	42.7	3957
NO REGULAR TV SPORTS	3.4	22.7	29.7	44.2	1507
PRO BOWLING	3.7	27.6	26.8	41.9	492
NFL SEASON GAMES	3.7	26.0	28.2	42.1	1929
PLAYOFFS/SUPERBOWL	3.0	25.9	27.0	44.1	1124
COLLEGE FOOTBALL	3.1	23.8	28.6	44.5	1693
* BASEBALL SEASON GAMES	3.1	24.3	25.5	47.1	1084
PLAYOFFS/WORLD SERIES	2.9	23.4	27.5	46.2	1212
NBA BASKETBALL	3.2	25.6	26.5	44.6	894
* COLLEGE BASKETBALL	2.7	22.3	25.6	49.4	812
NHL HOCKEY	3.6	25.0	27.7	43.7	524
ITEM T139	3.3	25.1	29.0	42.6	3938
* NO REGULAR TV SPORTS	2.8	21.0	29.6	46.6	1553
WIDE WORLD OF SPORTS	3.4	25.2	29.9	41.5	1421
* SPORTS WORLD	4.1	27.2	30.4	38.4	1011
SPORTS SUNDAY	4.5	26.9	29.0	39.6	955
SPORTS SATURDAY	4.7	26.4	30.3	38.7	770
MONDAY NIGHT FOOTBALL	3.2	25.3	27.9	43.6	1407
WTBS (TURNER SYSTEM)	3.3	24.2	25.5	47.0	455
ESPN (CABLE SPORTS)	2.4	26.7	27.0	43.9	830
USA NETWORK SPORTS	2.8	28.1	26.2	42.9	427

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE D-16
TV AUDIENCE SHARES OF BLACKS BY AFQT

PROGRAMS	AFQT				N
	4A4B	3B	3A	1&2	
ITEM T137	12.1	49.2	23.9	14.8	1036
NOT THESE/NO REGULAR TV	13.6	48.3	22.0	16.1	286
* SOLID GOLD	9.1	51.9	26.6	12.4	372
SOUL TRAIN	11.8	49.2	26.1	12.9	459
AMERICAN BANDSTAND	8.0	55.5	24.5	12.0	200
* DANCE FEVER	8.1	50.7	30.3	10.9	221
MOVIES ON NETWORK TV	9.7	48.9	27.0	14.3	370
LIKE SAT. NIGHT LIVE	9.0	48.4	25.7	16.9	366
CABLE TV PROGRAMS	11.4	48.4	26.3	13.9	395
* NIGHTLY NETWORK NEWS	10.1	44.2	25.1	20.6	267
LOCAL NEWS	9.9	49.4	25.1	15.7	395
ITEM T138	11.9	49.2	24.1	14.8	1030
* NO REGULAR TV SPORTS	10.5	46.0	22.0	21.5	200
PRO BOWLING	13.4	53.5	20.5	12.6	127
NFL SEASON GAMES	11.6	50.1	25.0	13.3	637
PLAYOFFS/SUPERBOWL	11.4	52.1	23.9	12.5	280
COLLEGE FOOTBALL	10.9	47.4	26.8	14.8	548
BASEBALL SEASON GAMES	11.2	51.0	24.2	13.5	392
PLAYOFFS/WORLD SERIES	12.5	48.3	26.6	12.5	319
NBA BASKETBALL	10.7	48.8	26.2	14.3	600
COLLEGE BASKETBALL	10.3	49.9	25.8	14.0	485
NHL HOCKEY	12.2	45.9	29.7	12.2	74
ITEM T139	12.0	49.4	24.0	14.6	1024
* NO REGULAR TV SPORTS	7.1	47.3	22.2	23.4	239
WIDE WORLD OF SPORTS	12.2	50.0	26.3	11.5	452
SPORTS WORLD	13.7	49.4	24.5	12.4	387
SPORTS SUNDAY	12.4	52.1	23.8	11.7	403
SPORTS SATURDAY	11.7	53.0	23.5	11.7	332
MONDAY NIGHT FOOTBALL	13.2	49.0	24.9	12.8	506
WTBS (TURNER SYSTEM)	9.9	52.0	26.3	11.8	152
ESPN (CABLE SPORTS)	13.3	45.5	27.6	13.6	286
USA NETWORK SPORTS	11.9	46.0	29.0	13.1	170

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE D-17

RADIO AUDIENCE SHARES OF MALE POST/HSDG RECRUITS
BY YEAR OF GRADUATION AND ETHNIC GROUP

PROGRAMS	WHITE		BLACK		N
	1983	EARLIER	1983	EARLIER	
ITEM T140	49.7	29.5	12.5	8.3	3296
DON'T LISTEN TO RADIO	44.5	34.6	9.4	11.5	191
FM AT HOME	46.5	25.2	18.4	9.9	886
FM/STEREO AT HOME	51.3	28.7	12.2	7.8	2295
* AM AT HOME	37.4	18.6	30.2	13.9	388
FM IN THE CAR	44.8	28.1	17.2	9.9	634
FM/STEREO IN THE CAR	53.1	30.9	10.1	5.9	1541
* AM IN THE CAR	47.3	24.4	20.5	7.8	410
ALL NEWS	37.4	32.5	18.7	11.4	123
SPORTS PROGRAMMING	39.3	31.1	21.4	8.3	206
TALK RADIO	37.3	31.8	16.4	14.5	110
ITEM T141	49.8	29.4	12.5	8.2	3294
DON'T LISTEN TO MUSIC	43.3	38.3	7.5	10.8	120
COUNTRY	57.8	35.7	3.9	2.6	831
EASY LISTENING	46.9	32.7	13.4	7.1	651
SOUL	17.6	13.7	42.4	26.3	779
POP	49.5	29.4	13.4	7.7	965
ALBUM ROCK	56.1	34.3	6.1	3.5	1235
NEW WAVE/ROCK./PUNK	49.2	28.6	14.4	7.8	679
* HARD ROCK	61.8	32.7	3.5	2.0	1227
* OLDIES (50'S OR 60'S)	49.1	35.6	9.1	6.2	627
OTHER	42.4	32.5	14.9	10.2	363

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

GRADUATION DIFFERENCES: * $p < .01$ among Whites; # $p < .05$ among Blacks

TABLE D-18

TV AUDIENCE SHARES OF MALE POST/HSDG RECRUITS
BY YEAR OF GRADUATION AND ETHNIC GROUP

PROGRAMS	WHITE		BLACK		N
	1983	EARLIER	1983	EARLIER	
ITEM T137	49.8	29.4	12.6	8.2	3301
* NOT THESE/NO REGULAR TV	50.3	31.0	9.9	8.8	987
* SOLID GOLD	42.3	20.5	24.7	12.6	653
SOUL TRAIN	18.7	8.1	47.4	25.8	418
* AMERICAN BANDSTAND	42.3	19.6	26.5	11.6	362
DANCE FEVER	28.5	16.2	37.5	17.8	253
MOVIES ON NETWORK TV	51.4	27.8	13.5	7.4	1180
* LIKE SAT. NIGHT LIVE	48.8	27.9	15.6	7.6	1063
CABLE TV PROGRAMS	48.2	29.0	14.3	8.5	1207
NIGHTLY NETWORK NEWS	46.6	31.7	12.8	8.9	833
LOCAL NEWS	47.3	28.5	15.3	8.9	1112
ITEM T138	49.8	29.5	12.5	8.3	3286
NO REGULAR TV SPORTS	55.7	33.2	5.9	5.2	1009
PRO BOWLING	49.8	29.3	11.9	9.0	420
NFL SEASON GAMES	46.6	28.3	15.6	9.5	1839
PLAYOFFS/SUPERBOWL	50.5	29.3	12.9	7.3	1002
COLLEGE FOOTBALL	47.1	28.5	15.3	9.1	1615
BASEBALL SEASON GAMES	44.3	29.1	15.9	10.8	1104
PLAYOFFS/WORLD SERIES	48.4	30.7	12.8	8.1	1130
NBA BASKETBALL	37.5	23.1	24.1	15.3	1073
COLLEGE BASKETBALL	37.7	25.9	22.2	14.2	945
NHL HOCKEY	54.2	33.7	7.0	5.1	430
ITEM T139	49.8	29.4	12.5	8.3	3276
NO REGULAR TV SPORTS	54.9	33.3	7.1	4.7	1068
WIDE WORLD OF SPORTS	46.5	29.2	14.5	9.9	1289
SPORTS WORLD	46.2	25.5	16.7	11.6	1014
SPORTS SUNDAY	43.8	26.4	18.3	11.6	985
SPORTS SATURDAY	42.8	26.0	19.2	11.9	787
MONDAY NIGHT FOOTBALL	45.0	27.9	16.4	10.7	1386
WTBS (TURNER SYSTEM)	43.3	31.8	14.6	10.3	446
ESPN (CABLE SPORTS)	45.2	28.9	14.7	11.2	788
USA NETWORK SPORTS	43.3	26.7	18.9	11.2	439

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.
GRADUATION DIFFERENCES: * $p < .01$ among Whites; # $p < .05$ among Blacks

TABLE D-19

RADIO AUDIENCE SHARES OF WHITE MALE POST/HSDG RECRUITS BY REGION

PROGRAMS	REGION					N
	NE	SE	SW	MW	WEST	
ITEM T140	19.9	17.0	15.5	33.1	14.4	2915
DON'T LISTEN TO RADIO	19.3	20.5	15.1	33.1	12.0	166
FM AT HOME	19.2	15.6	13.9	33.9	17.4	719
FM/STEREO AT HOME	20.3	17.5	15.0	33.4	13.7	2032
AM AT HOME	17.0	11.6	14.9	37.8	18.7	241
FM IN THE CAR	20.4	16.9	16.7	33.5	12.5	504
FM/STEREO IN THE CAR	20.4	18.4	15.4	33.1	12.7	1443
* AM IN THE CAR	13.8	11.6	16.3	37.0	21.3	319
ALL NEWS	14.3	12.2	17.3	36.7	19.4	98
SPORTS PROGRAMMING	23.0	15.5	12.4	35.4	13.7	161
TALK RADIO	15.3	8.2	14.1	37.6	24.7	85
ITEM T141	19.8	17.1	15.4	33.2	14.5	2912
DON'T LISTEN TO MUSIC	22.7	20.9	12.7	28.2	15.5	110
* COUNTRY	15.1	19.4	20.3	32.2	13.0	880
EASY LISTENING	18.4	15.1	16.7	32.5	17.2	581
SOUL	19.6	18.5	19.3	28.1	14.4	270
* POP	17.3	20.8	14.9	33.5	13.5	845
* ALBUM ROCK	21.0	17.4	17.4	30.9	13.2	1216
NEW WAVE/ROCK./PUNK	19.8	17.0	15.8	29.0	18.4	582
HARD ROCK	21.6	15.9	14.9	33.7	13.9	1298
OLDIES (50'S OR 60'S)	22.3	16.6	13.6	30.7	16.8	579
OTHER	23.3	15.7	13.0	30.7	17.3	300

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE D-20

RADIO AUDIENCE SHARES OF BLACK MALE POST/HSDG RECRUITS BY REGION

PROGRAMS	REGION					N
	NE	SE	SW	MW	WEST	
ITEM T140	18.3	40.9	19.2	16.9	4.7	787
DON'T LISTEN TO RADIO	25.0	35.4	27.1	6.3	6.3	48
FM AT HOME	14.9	44.0	21.3	15.2	4.6	282
FM/STEREO AT HOME	19.3	39.5	18.1	18.9	4.3	514
* AM AT HOME	9.1	56.1	19.2	8.6	7.1	198
* FM IN THE CAR	13.5	46.9	21.9	12.0	5.7	192
FM/STEREO IN THE CAR	16.5	42.5	17.9	17.9	5.1	273
* AM IN THE CAR	9.1	53.8	22.0	9.8	5.3	132
ALL NEWS	22.5	40.0	15.0	22.5	0.0	40
SPORTS PROGRAMMING	21.5	46.2	10.8	16.9	4.6	65
TALK RADIO	28.2	30.8	17.9	15.4	7.7	39
ITEM T141	17.9	41.2	19.3	16.8	4.8	784
DON'T LISTEN TO MUSIC	24.0	32.0	32.0	4.0	8.0	25
COUNTRY	12.7	34.9	23.8	22.2	6.3	63
EASY LISTENING	15.9	45.0	17.2	17.9	4.0	151
SOUL	16.9	42.0	18.5	17.4	5.3	605
POP	14.6	44.2	21.2	15.5	4.4	226
ALBUM ROCK	11.1	43.7	19.8	20.6	4.8	126
* NEW WAVE/ROCK./PUNK	12.7	36.4	24.8	21.2	4.8	165
HARD ROCK	16.4	34.2	24.7	20.5	4.1	73
OLDIES (50'S OR 60'S)	14.8	41.7	16.7	17.6	9.3	108
OTHER	26.2	35.9	16.5	15.5	5.8	103

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE D-21

TV AUDIENCE SHARES OF WHITE MALE POST/HSDG RECRUITS BY REGION

PROGRAMS	REGION					N
	NE	SE	SW	MW	WEST	
ITEM T137	19.9	17.1	15.5	33.1	14.4	2918
NOT THESE/NO REGULAR TV	20.1	18.0	14.6	32.0	15.3	896
* SOLID GOLD	18.7	17.8	14.6	38.9	10.0	460
SOUL TRAIN	21.5	14.0	17.4	34.7	12.4	121
AMERICAN BANDSTAND	13.7	19.2	18.0	37.3	11.8	255
DANCE FEVER	19.0	15.1	15.1	38.9	11.9	126
MOVIES ON NETWORK TV	19.5	16.3	17.5	32.9	13.8	1042
LIKE SAT. NIGHT LIVE	23.1	16.2	14.7	32.3	13.7	911
CABLE TV PROGRAMS	19.4	17.8	17.6	30.5	14.7	1033
NIGHTLY NETWORK NEWS	19.2	15.8	17.1	31.9	16.0	720
LOCAL NEWS	18.6	16.0	16.1	34.5	14.8	931
ITEM T138	19.9	17.2	15.6	32.9	14.4	2903
NO REGULAR TV SPORTS	19.1	16.2	16.9	32.5	15.3	1006
* PRO BOWLING	21.1	11.4	15.0	39.3	13.3	361
NFL SEASON GAMES	19.4	18.0	15.1	33.7	13.8	1531
PLAYOFFS/SUPERBOWL	21.3	16.9	13.5	35.1	13.2	897
COLLEGE FOOTBALL	19.6	17.5	14.9	34.0	14.1	1352
BASEBALL SEASON GAMES	19.6	18.1	14.7	34.6	13.1	900
PLAYOFFS/WORLD SERIES	21.2	17.2	13.3	33.9	14.5	988
* NBA BASKETBALL	22.0	14.2	13.4	35.6	14.8	724
* COLLEGE BASKETBALL	18.8	19.5	12.9	36.8	12.1	672
* NHL HOCKEY	34.9	10.1	9.1	34.9	11.1	416
ITEM T139	19.8	17.2	15.6	33.2	14.3	2892
NO REGULAR TV SPORTS	19.8	16.8	15.9	31.4	16.1	1045
WIDE WORLD OF SPORTS	20.5	17.0	15.6	33.6	13.3	1092
SPORTS WORLD	21.4	15.9	13.2	36.3	13.3	805
SPORTS SUNDAY	20.3	16.4	13.1	37.5	12.7	769
SPORTS SATURDAY	20.0	14.4	13.7	37.5	14.5	606
MONDAY NIGHT FOOTBALL	19.6	17.9	15.7	33.8	13.1	1124
* WTBS (TURNER SYSTEM)	13.8	27.9	17.8	28.2	12.2	376
ESPN (CABLE SPORTS)	19.1	17.6	15.5	32.3	15.5	665
USA NETWORK SPORTS	18.9	15.7	17.2	34.9	13.3	338

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE D-22

TV AUDIENCE SHARES OF BLACK MALE POST/HSDG RECRUITS BY REGION

PROGRAMS	REGION					N
	NE	SE	SW	MW	WEST	
ITEM T137	18.1	41.2	18.9	16.8	4.9	788
NOT THESE/NO REGULAR TV	24.1	39.8	16.7	14.4	5.1	216
* SOLID GOLD	12.3	49.8	19.5	14.4	4.0	277
* SOUL TRAIN	13.4	45.5	21.6	13.9	5.7	352
* AMERICAN BANDSTAND	8.1	49.7	19.5	18.1	4.7	149
DANCE FEVER	10.8	47.5	21.5	15.8	4.4	158
MOVIES ON NETWORK TV	17.2	41.0	19.8	16.8	5.1	273
LIKE SAT. NIGHT LIVE	17.1	41.4	16.1	18.6	6.8	280
CABLE TV PROGRAMS	16.6	42.3	19.2	15.6	6.2	307
NIGHTLY NETWORK NEWS	16.7	35.9	18.7	21.7	7.1	198
LOCAL NEWS	18.1	39.1	17.4	18.4	7.0	299
ITEM T138	18.0	41.0	19.4	16.7	5.0	785
NO REGULAR TV SPORTS	19.2	35.4	26.9	13.8	4.6	130
PRO BOWLING	12.0	44.0	16.0	23.0	5.0	100
NFL SEASON GAMES	17.3	43.3	17.5	16.2	5.7	526
* PLAYOFFS/SUPERBOWL	18.5	39.7	14.7	19.4	7.8	232
COLLEGE FOOTBALL	17.2	43.1	16.8	16.6	6.3	441
BASEBALL SEASON GAMES	16.4	42.6	16.7	17.9	6.4	329
* PLAYOFFS/WORLD SERIES	18.4	39.8	13.8	20.3	7.7	261
NBA BASKETBALL	18.6	42.2	16.1	17.6	5.5	472
COLLEGE BASKETBALL	16.2	41.4	17.7	18.3	6.4	389
NHL HOCKEY	22.0	35.6	13.6	23.7	5.1	59
ITEM T139	18.2	41.2	19.1	16.8	4.9	782
NO REGULAR TV SPORTS	18.4	42.1	25.0	11.8	2.6	152
* WIDE WORLD OF SPORTS	18.6	39.2	16.6	18.6	7.0	355
* SPORTS WORLD	17.5	41.4	14.0	19.4	7.6	314
SPORTS SUNDAY	16.6	41.8	16.0	19.1	6.5	325
* SPORTS SATURDAY	18.1	42.2	15.2	16.7	7.8	270
MONDAY NIGHT FOOTBALL	19.0	42.5	15.9	17.1	5.5	421
WTBS (TURNER SYSTEM)	14.6	52.0	14.6	13.8	4.9	123
ESPN (CABLE SPORTS)	18.3	44.1	14.4	15.7	7.4	229
USA NETWORK SPORTS	18.2	42.7	11.9	20.3	7.0	143

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE D-23
RADIO AUDIENCE SHARES OF WHITES BY REGION

PROGRAMS	REGION					N
	NE	SE	SW	MW	WEST	
ITEM T140	19.4	17.1	16.0	31.5	16.0	3962
DON'T LISTEN TO RADIO	18.5	18.9	16.3	32.6	13.7	227
FM AT HOME	19.2	15.4	15.8	31.2	18.4	1000
FM/STEREO AT HOME	19.9	17.2	15.3	31.8	15.9	2767
AM AT HOME	17.1	12.7	16.2	34.5	19.5	339
FM IN THE CAR	19.8	15.9	17.6	32.0	14.6	671
FM/STEREO IN THE CAR	19.4	18.4	16.2	31.5	14.4	1916
* AM IN THE CAR	13.3	14.4	16.7	33.2	22.3	443
ALL NEWS	13.0	13.8	18.7	35.0	19.5	123
SPORTS PROGRAMMING	21.9	15.1	12.0	34.9	16.1	192
TALK RADIO	14.3	10.1	13.4	38.7	23.5	119
ITEM T141	19.4	17.1	15.9	31.7	16.0	3953
DON'T LISTEN TO MUSIC	21.4	18.8	13.6	28.6	17.5	154
* COUNTRY	15.1	19.3	20.7	31.2	13.7	1218
EASY LISTENING	19.1	14.8	16.0	32.8	17.4	824
SOUL	19.0	18.4	17.7	28.3	16.6	385
* POP	17.8	20.2	15.3	31.9	14.8	1139
* ALBUM ROCK	20.1	16.9	18.0	29.8	15.2	1630
NEW WAVE/ROCK./PUNK	20.3	16.0	15.9	29.4	18.4	787
HARD ROCK	20.8	16.3	15.4	31.9	15.6	1757
OLDIES (50'S OR 60'S)	21.4	16.1	15.0	30.0	17.4	832
* OTHER	23.9	14.2	14.8	28.1	19.0	431

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE D-24
RADIO AUDIENCE SHARES OF BLACKS BY REGION

PROGRAMS	REGION					
	NE	SE	SW	MW	WEST	N
ITEM T140	20.6	38.4	17.6	18.5	4.8	1033
DON'T LISTEN TO RADIO	29.0	26.1	23.2	14.5	7.2	69
FM AT HOME	18.2	42.0	17.7	18.0	4.1	395
FM/STEREO AT HOME	21.2	37.4	16.9	20.6	4.0	680
* AM AT HOME	10.6	52.8	17.7	12.2	6.7	254
* FM IN THE CAR	14.4	45.2	19.4	16.3	4.6	263
FM/STEREO IN THE CAR	18.0	41.3	16.9	18.8	5.1	373
* AM IN THE CAR	9.7	50.6	19.3	15.3	5.1	176
ALL NEWS	20.4	40.7	13.0	24.1	1.9	54
SPORTS PROGRAMMING	19.7	46.1	9.2	21.1	3.9	76
TALK RADIO	26.8	25.0	12.5	28.6	7.1	56
ITEM T141	20.1	38.8	17.7	18.4	5.0	1026
DON'T LISTEN TO MUSIC	27.8	30.6	25.0	8.3	8.3	36
COUNTRY	12.6	34.5	24.1	21.8	6.9	87
EASY LISTENING	18.5	43.6	14.7	20.4	2.8	211
* SOUL	18.0	40.9	17.4	18.6	5.1	778
POP	18.0	40.6	18.3	19.8	3.4	323
ALBUM ROCK	13.6	39.0	19.2	23.7	4.5	177
* NEW WAVE/ROCK./PUNK	15.5	35.3	22.0	23.3	3.9	232
HARD ROCK	16.0	31.1	25.5	23.6	3.8	106
OLDIES (50'S OR 60'S)	18.8	38.1	14.4	21.9	6.9	160
OTHER	26.8	35.7	14.0	17.8	5.7	157

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE D-25

TV AUDIENCE SHARES OF WHITES BY REGION

PROGRAMS	REGION					N
	NE	SE	SW	MW	WEST	
ITEM T137	19.4	17.1	16.0	31.5	16.0	3965
NOT THESE/NO REGULAR TV	20.0	18.0	15.4	29.7	16.9	1257
* SOLID GOLD	18.7	18.4	16.0	36.3	10.5	630
SOUL TRAIN	19.0	17.2	17.8	33.3	12.6	174
* AMERICAN BANDSTAND	12.7	21.3	17.2	36.6	12.2	361
DANCE FEVER	18.7	17.1	17.6	34.8	11.8	187
MOVIES ON NETWORK TV	18.7	15.7	17.8	32.0	15.7	1367
LIKE SAT. NIGHT LIVE	21.4	16.1	16.1	31.3	15.1	1181
CABLE TV PROGRAMS	18.5	17.8	18.0	29.8	15.9	1367
NIGHTLY NETWORK NEWS	19.1	15.2	17.9	31.3	16.5	939
LOCAL NEWS	17.8	15.2	16.8	33.8	16.4	1241
ITEM T138	19.4	17.2	16.1	31.3	16.0	3952
NO REGULAR TV SPORTS	19.5	16.1	16.7	30.0	17.6	1505
* PRO BOWLING	18.7	13.2	16.5	37.2	14.4	492
NFL SEASON GAMES	18.4	18.4	16.0	32.0	15.2	1927
PLAYOFFS/SUPERBOWL	20.2	16.8	14.4	34.4	14.1	1124
COLLEGE FOOTBALL	19.0	17.7	15.8	32.4	15.1	1693
BASEBALL SEASON GAMES	18.5	18.5	15.8	33.7	13.6	1084
PLAYOFFS/WORLD SERIES	20.7	17.4	14.0	33.0	14.9	1212
NBA BASKETBALL	21.5	14.4	14.5	33.7	15.9	894
* COLLEGE BASKETBALL	17.9	19.2	14.5	35.1	13.3	812
* NHL HOCKEY	33.1	10.3	10.7	33.7	12.2	523
ITEM T139	19.3	17.1	16.0	31.6	16.0	3933
NO REGULAR TV SPORTS	20.1	16.6	15.5	30.0	17.8	1550
WIDE WORLD OF SPORTS	19.9	16.7	16.2	32.3	14.9	1420
SPORTS WORLD	20.7	16.3	14.3	33.7	14.9	1011
SPORTS SUNDAY	19.8	16.0	14.9	35.1	14.2	954
SPORTS SATURDAY	18.7	14.7	16.0	34.9	15.7	770
MONDAY NIGHT FOOTBALL	18.5	17.5	16.9	32.3	14.9	1407
* WTBS (TURNER SYSTEM)	13.4	25.7	18.2	27.9	14.7	455
ESPN (CABLE SPORTS)	18.0	16.9	16.3	31.7	17.1	829
USA NETWORK SPORTS	19.7	15.7	16.4	34.0	14.3	427

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE D-26
TV AUDIENCE SHARES OF BLACKS BY REGION

PROGRAMS	REGION					N
	NE	SE	SW	MW	WEST	
ITEM T137	20.6	38.6	17.4	18.4	5.0	1035
* NOT THESE/NO REGULAR TV	28.0	35.0	14.7	16.8	5.6	286
* SOLID GOLD	14.3	46.4	18.1	17.3	4.0	371
* SOUL TRAIN	14.4	44.1	20.1	15.9	5.5	458
* AMERICAN BANDSTAND	12.1	46.2	15.6	22.1	4.0	199
* DANCE FEVER	14.1	46.4	18.2	17.7	3.6	220
MOVIES ON NETWORK TV	19.2	39.3	17.9	19.0	4.6	369
LIKE SAT. NIGHT LIVE	20.5	40.0	13.4	20.3	5.8	365
CABLE TV PROGRAMS	18.0	40.5	18.5	18.0	5.1	395
NIGHTLY NETWORK NEWS	19.5	35.7	15.0	23.3	6.4	266
LOCAL NEWS	19.3	38.1	16.8	19.5	6.3	394
ITEM T138	20.2	38.6	17.8	18.4	5.1	1029
* NO REGULAR TV SPORTS	26.5	32.5	21.0	15.5	4.5	200
* PRO BOWLING	12.6	40.2	13.4	29.1	4.7	127
* NFL SEASON GAMES	17.5	41.7	17.0	17.9	6.0	636
* PLAYOFFS/SUPERBOWL	19.6	37.1	14.3	21.1	7.9	280
* COLLEGE FOOTBALL	17.0	41.7	16.1	18.5	6.8	547
* BASEBALL SEASON GAMES	16.4	41.9	15.6	19.4	6.6	391
* PLAYOFFS/WORLD SERIES	18.8	39.2	12.5	21.6	7.8	319
* NBA BASKETBALL	19.4	40.2	14.9	20.0	5.5	599
* COLLEGE BASKETBALL	15.9	41.3	16.5	19.8	6.4	484
NHL HOCKEY	21.6	33.8	12.2	27.0	5.4	74
ITEM T139	20.6	38.6	17.6	18.2	5.0	1023
NO REGULAR TV SPORTS	24.7	37.7	20.5	13.8	3.3	239
* WIDE WORLD OF SPORTS	20.4	37.2	14.8	21.5	6.2	452
* SPORTS WORLD	18.1	39.4	13.5	21.8	7.3	386
SPORTS SUNDAY	17.9	39.1	15.7	21.1	6.2	402
SPORTS SATURDAY	19.9	40.2	13.9	19.0	6.9	331
MONDAY NIGHT FOOTBALL	18.6	41.1	16.0	18.6	5.7	506
WTBS (TURNER SYSTEM)	14.5	48.7	14.5	18.4	3.9	152
ESPN (CABLE SPORTS)	18.9	42.0	14.0	19.2	5.9	286
* USA NETWORK SPORTS	17.6	41.5	11.4	23.9	5.7	176

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE D-27

RADIO AUDIENCE SHARES OF WHITE MALE POST/HSDG RECRUITS BY AGE

PROGRAMS	AGE AT CONTRACTING						N
	17	18	19	20	21-23	24+	
ITEM T140	43.5	22.9	11.2	6.4	10.2	5.8	2903
* DON'T LISTEN TO RADIO	37.2	23.2	9.8	4.9	12.2	12.8	164
FM AT HOME	43.0	22.8	9.7	5.7	12.1	6.7	719
* FM/STEREO AT HOME	45.6	22.1	11.6	6.3	9.4	5.0	2020
AM AT HOME	46.1	23.7	9.1	5.8	7.9	7.5	241
FM IN THE CAR	40.8	21.8	10.8	6.2	13.6	6.8	500
FM/STEREO IN THE CAR	45.5	22.0	11.7	6.2	9.7	4.9	1440
* AM IN THE CAR	45.8	23.2	6.9	4.4	10.0	9.7	319
* ALL NEWS	32.7	17.3	10.2	9.2	20.4	10.2	98
* SPORTS PROGRAMMING	38.4	15.7	13.8	6.9	15.1	10.1	159
TALK RADIO	27.1	28.2	11.8	7.1	15.3	10.6	85
ITEM T141	43.5	23.0	11.1	6.5	10.1	5.8	2900
* DON'T LISTEN TO MUSIC	31.2	22.9	9.2	9.2	14.7	12.8	109
COUNTRY	41.8	22.8	10.0	7.7	11.7	5.9	878
* EASY LISTENING	35.2	24.0	10.4	7.3	13.6	9.5	579
* SOUL	36.7	23.7	9.3	7.4	13.7	9.3	270
POP	45.0	21.7	9.3	5.7	11.5	6.9	843
ALBUM ROCK	43.7	22.2	11.8	6.9	9.6	5.8	1213
NEW WAVE/ROCK/PUNK	47.7	20.9	11.2	5.5	9.8	4.8	579
* HARD ROCK	46.1	24.6	10.9	6.9	7.4	4.1	1289
OLDIES (50'S OR 60'S)	41.1	21.1	11.1	7.8	10.6	8.2	574
* OTHER	34.3	24.0	7.7	6.0	14.0	14.0	300

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE D-28

RADIO AUDIENCE SHARES OF BLACK MALE POST/HSDG RECRUITS BY AGE

PROGRAMS	AGE AT CONTRACTING						N
	17	18	19	20	21-23	24+	
ITEM T140	39.5	21.6	13.1	8.2	10.2	7.5	778
DON'T LISTEN TO RADIO	27.3	20.5	15.9	13.6	15.9	6.8	44
FM AT HOME	43.2	23.6	13.2	7.1	7.1	5.7	280
FM/STEREO AT HOME	40.6	21.0	13.1	7.8	9.8	7.6	510
AM AT HOME	41.6	26.4	12.7	6.6	8.6	4.1	197
FM IN THE CAR	39.8	20.9	13.1	9.9	9.9	6.3	191
FM/STEREO IN THE CAR	44.3	19.6	12.9	6.6	8.1	8.5	271
AM IN THE CAR	46.6	25.2	11.5	6.1	7.6	3.1	131
ALL NEWS	37.5	17.5	15.0	2.5	10.0	17.5	40
SPORTS PROGRAMMING	40.0	24.6	10.8	3.1	12.3	9.2	65
TALK RADIO	28.2	33.3	5.1	5.1	12.8	15.4	39
ITEM T141	39.6	21.7	13.3	8.3	9.8	7.4	775
* DON'T LISTEN TO MUSIC	29.2	29.2	8.3	4.2	29.2	0.0	24
COUNTRY	35.5	27.4	9.7	11.3	4.8	11.3	62
EASY LISTENING	41.1	23.2	10.6	9.3	9.9	6.0	151
SOUL	39.6	21.1	13.5	8.5	9.8	7.5	601
POP	45.3	16.6	13.5	7.2	11.2	6.3	223
ALBUM ROCK	39.2	20.8	13.6	8.8	12.0	5.6	125
NEW WAVE/ROCK./PUNK	38.1	21.9	13.8	10.0	10.0	6.3	160
HARD ROCK	33.3	26.4	12.5	8.3	12.5	6.9	72
* OLDIES (50'S OR 60'S)	37.4	17.8	10.3	6.5	16.8	11.2	107
OTHER	45.6	13.6	10.7	6.8	10.7	12.6	103

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE D-29

TV AUDIENCE SHARES OF WHITE MALE POST/HSDG RECRUITS BY AGE

PROGRAMS	AGE AT CONTRACTING						N
	17	18	19	20	21-23	24+	
ITEM T137	43.5	23.0	11.0	6.4	10.2	5.8	2906
NOT THESE/NO REGULAR TV	41.1	24.9	10.4	6.1	11.7	5.7	890
SOLID GOLD	45.0	24.2	10.9	5.2	10.3	4.4	458
SOUL TRAIN	44.6	25.6	13.2	5.8	7.4	3.3	121
AMERICAN BANDSTAND	48.2	23.5	10.2	5.5	9.4	3.1	255
DANCE FEVER	39.2	29.6	9.6	6.4	9.6	5.6	125
MOVIES ON NETWORK TV	46.7	20.7	11.0	6.7	9.2	5.8	1037
LIKE SAT. NIGHT LIVE	47.5	20.8	11.9	6.3	8.8	4.7	906
CABLE TV PROGRAMS	43.5	22.3	11.3	6.0	10.7	6.2	1028
* NIGHTLY NETWORK NEWS	40.1	20.8	10.3	7.3	12.2	9.4	716
* LOCAL NEWS	44.5	21.0	9.2	6.3	11.7	7.4	925
ITEM T138	43.6	22.9	11.0	6.5	10.2	5.8	2891
NO REGULAR TV SPORTS	42.7	23.7	9.6	5.8	11.6	6.7	1004
PRO BOWLING	45.1	19.2	10.0	7.8	12.0	5.8	359
NFL SEASON GAMES	43.5	22.1	12.1	7.1	9.7	5.5	1522
PLAYOFFS/SUPERBOWL	46.3	21.6	10.7	6.3	9.4	5.7	890
COLLEGE FOOTBALL	43.7	22.4	10.8	7.6	9.7	5.7	1341
BASEBALL SEASON GAMES	42.8	20.3	11.5	8.0	11.1	6.3	895
PLAYOFFS/WORLD SERIES	43.8	20.6	11.0	7.6	10.5	6.5	980
NBA BASKETBALL	43.2	21.0	11.8	7.2	10.4	6.4	720
COLLEGE BASKETBALL	42.1	19.9	11.8	8.5	11.2	6.4	668
NHL HOCKEY	45.9	21.0	10.9	6.8	11.1	4.3	414
ITEM T139	43.6	23.0	11.0	6.4	10.2	5.8	2880
NO REGULAR TV SPORTS	42.8	24.3	9.3	5.5	11.2	6.9	1040
WIDE WORLD OF SPORTS	44.3	20.6	12.3	7.6	9.9	5.2	1086
SPORTS WORLD	44.1	21.9	12.5	6.5	10.0	5.0	800
SPORTS SUNDAY	42.5	22.7	13.0	6.8	10.0	5.1	763
SPORTS SATURDAY	42.5	21.6	13.1	6.5	11.0	5.3	602
MONDAY NIGHT FOOTBALL	42.4	22.3	12.0	6.7	10.8	5.8	1116
* WTBS (TURNER SYSTEM)	38.8	19.0	12.3	7.0	14.7	8.3	374
ESPN (CABLE SPORTS)	42.4	21.9	12.0	7.1	11.0	5.6	661
USA NETWORK SPORTS	42.3	21.7	11.3	7.4	10.7	6.5	336

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE D-30

TV AUDIENCE SHARES OF BLACK MALE POST/HSDG RECRUITS BY AGE

PROGRAMS	AGE AT CONTRACTING						N
	17	18	19	20	21-23	24+	
ITEM T137	39.5	21.6	13.0	8.5	10.1	7.3	779
* NOT THESE/NO REGULAR TV	30.7	22.6	16.0	9.9	14.2	6.6	212
* SOLID GOLD	46.0	20.7	12.3	8.0	9.4	3.6	276
SOUL TRAIN	42.3	22.6	11.7	7.7	9.7	6.0	350
AMERICAN BANDSTAND	45.6	22.8	12.8	5.4	10.7	2.7	149
DANCE FEVER	43.7	24.1	9.5	7.6	11.4	3.8	158
MOVIES ON NETWORK TV	44.5	21.0	12.1	7.0	9.2	6.3	272
* LIKE SAT. NIGHT LIVE	47.0	21.1	11.1	6.1	10.4	4.3	279
CABLE TV PROGRAMS	40.9	19.5	12.9	8.6	10.2	7.9	303
NIGHTLY NETWORK NEWS	36.4	23.7	10.6	8.1	11.1	10.1	198
LOCAL NEWS	42.6	18.6	10.8	9.5	9.5	9.1	296
ITEM T138	39.7	21.6	12.9	8.4	10.1	7.3	776
* NO REGULAR TV SPORTS	32.3	23.6	15.0	5.5	17.3	6.3	127
PRO BOWLING	37.4	20.2	17.2	8.1	12.1	5.1	99
* NFL SEASON GAMES	42.5	21.2	11.3	9.2	7.9	7.9	520
PLAYOFFS/SUPERBOWL	41.7	20.2	12.3	8.3	10.1	7.5	228
COLLEGE FOOTBALL	42.8	19.5	11.5	8.5	9.0	8.7	435
BASEBALL SEASON GAMES	40.3	19.1	13.5	8.6	11.4	7.1	325
PLAYOFFS/WORLD SERIES	38.5	21.0	14.4	6.6	11.3	8.2	257
NBA BASKETBALL	39.8	21.0	12.6	8.6	10.3	7.7	467
COLLEGE BASKETBALL	40.6	21.6	10.4	8.3	11.2	7.8	384
NHL HOCKEY	36.2	20.7	15.5	10.3	6.9	10.3	58
ITEM T139	39.3	21.6	13.1	8.3	10.2	7.5	773
NO REGULAR TV SPORTS	37.8	26.4	13.5	3.4	12.2	6.8	148
WIDE WORLD OF SPORTS	39.2	20.2	13.6	8.5	10.5	8.0	352
SPORTS WORLD	38.8	19.9	13.8	8.7	11.2	7.7	312
SPORTS SUNDAY	38.7	20.1	14.9	7.7	11.1	7.4	323
SPORTS SATURDAY	39.2	20.5	15.3	7.8	10.8	6.3	268
MONDAY NIGHT FOOTBALL	38.7	21.2	12.7	8.9	10.1	8.4	416
WTBS (TURNER SYSTEM)	38.8	19.8	15.7	9.1	9.9	6.6	121
ESPN (CABLE SPORTS)	33.9	19.8	15.9	9.3	11.9	9.3	227
USA NETWORK SPORTS	36.2	19.1	14.2	7.8	15.6	7.1	141

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE D-31
RADIO AUDIENCE SHARES OF WHITES BY AGE

PROGRAMS	AGE AT CONTRACTING						N
	17	18	19	20	21-23	24+	
ITEM T140	41.4	22.9	12.2	6.6	10.7	6.2	3921
* DON'T LISTEN TO RADIO	33.2	22.4	12.1	5.8	13.5	13.0	223
FM AT HOME	40.7	22.8	11.3	6.7	11.4	7.0	997
* FM/STEREO AT HOME	43.7	22.4	12.4	6.2	10.0	5.3	2733
AM AT HOME	44.8	23.1	10.1	5.9	7.4	8.6	337
FM IN THE CAR	39.3	21.5	12.9	6.6	13.2	6.5	666
FM/STEREO IN THE CAR	43.3	22.7	12.3	6.5	9.8	5.4	1898
* AM IN THE CAR	44.3	22.1	8.2	5.0	10.7	9.6	438
* ALL NEWS	32.5	17.1	10.6	10.6	19.5	9.8	123
SPORTS PROGRAMMING	34.2	20.5	14.2	6.8	14.7	9.5	190
* TALK RADIO	26.9	26.1	15.1	6.7	13.4	11.8	119
ITEM T141	41.4	22.9	12.1	6.7	10.6	6.2	3912
* DON'T LISTEN TO MUSIC	30.1	23.5	10.5	9.2	13.1	13.7	153
* COUNTRY	40.5	21.4	11.0	7.4	11.8	7.9	1207
* EASY LISTENING	34.9	22.1	11.3	6.9	14.0	10.8	814
* SOUL	35.9	23.6	10.2	7.6	12.8	9.9	382
POP	43.0	21.3	10.6	6.4	11.4	7.4	1127
ALBUM ROCK	41.0	22.6	12.9	7.2	10.7	5.6	1616
NEW WAVE/ROCK./PUNK	44.5	21.6	13.4	5.7	9.4	5.5	778
* HARD ROCK	44.1	24.9	12.4	6.8	7.7	4.0	1733
* OLDIES (50'S OR 60'S)	38.3	20.4	11.4	8.1	11.9	10.0	818
* OTHER	33.6	21.9	10.7	6.1	14.2	13.5	429

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE D-32
RADIO AUDIENCE SHARES OF BLACKS BY AGE

PROGRAMS	AGE AT CONTRACTING						N
	17	18	19	20	21-23	24+	
ITEM T140	37.6	21.4	13.1	8.7	11.2	8.0	1022
DON'T LISTEN TO RADIO	29.2	20.0	18.5	12.3	13.8	6.2	65
FM AT HOME	39.5	22.4	13.3	8.2	9.4	7.1	392
FM/STEREO AT HOME	37.8	21.6	12.9	8.3	11.6	7.9	675
AM AT HOME	41.1	24.1	13.0	7.1	9.9	4.7	253
FM IN THE CAR	36.4	20.7	12.3	10.3	12.6	7.7	261
FM/STEREO IN THE CAR	40.2	20.5	12.9	8.1	9.4	8.9	371
* AM IN THE CAR	44.3	24.7	11.5	5.7	10.3	3.4	174
ALL NEWS	32.1	20.8	13.2	1.9	15.1	17.0	53
SPORTS PROGRAMMING	35.5	23.7	10.5	3.9	17.1	9.2	76
* TALK RADIO	27.3	27.3	5.5	7.3	16.4	16.4	55
ITEM T141	37.8	21.4	13.2	8.8	10.9	7.9	1015
DON'T LISTEN TO MUSIC	31.4	25.7	11.4	5.7	22.9	2.9	35
COUNTRY	35.3	23.5	15.3	8.2	5.9	11.8	85
EASY LISTENING	36.2	20.5	13.3	10.0	12.9	7.1	210
SOUL	37.6	21.1	13.5	8.8	10.9	8.2	772
POP	42.5	17.9	13.5	8.5	11.0	6.6	318
ALBUM ROCK	37.1	21.1	12.6	8.6	13.7	6.9	175
NEW WAVE/ROCK./PUNK	38.5	21.7	13.3	10.6	10.2	5.8	226
HARD ROCK	36.5	25.0	12.5	8.7	10.6	6.7	104
* OLDIES (50'S OR 60'S)	35.4	17.7	10.1	7.0	17.7	12.0	158
* OTHER	38.2	13.4	12.7	8.9	12.7	14.0	157

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$

TABLE D-33
TV AUDIENCE SHARES OF WHITES BY AGE

PROGRAMS	AGE AT CONTRACTING						N
	17	18	19	20	21-23	24+	
ITEM T137	41.5	22.9	12.1	6.6	10.7	6.2	3924
NOT THESE/NO REGULAR TV	39.2	24.4	11.4	6.3	11.8	6.9	1239
SOLID GOLD	45.2	22.9	11.6	5.6	9.7	4.9	628
SOUL TRAIN	41.9	22.7	16.3	8.1	6.4	4.7	172
AMERICAN BANDSTAND	46.4	23.5	11.7	6.7	7.8	3.9	358
DANCE FEVER	41.9	26.9	8.6	7.5	9.1	5.9	186
MOVIES ON NETWORK TV	44.5	21.0	12.1	6.5	9.6	6.4	1354
LIKE SAT. NIGHT LIVE	44.6	21.8	12.1	7.0	9.5	5.0	1170
CABLE TV PROGRAMS	42.6	22.1	12.1	6.3	10.8	6.1	1357
* NIGHTLY NETWORK NEWS	37.4	21.1	12.1	7.4	12.6	9.5	929
* LOCAL NEWS	41.7	21.2	9.8	6.7	12.2	8.3	1229
ITEM T138	41.6	22.8	12.0	6.6	10.7	6.3	3911
NO REGULAR TV SPORTS	40.4	23.0	11.4	6.1	11.5	7.5	1486
PRO BOWLING	41.8	19.9	10.5	8.6	13.3	5.9	488
NFL SEASON GAMES	41.9	22.3	12.5	7.2	10.3	5.9	1909
PLAYOFFS/SUPERBOWL	44.3	21.3	11.4	6.3	10.7	6.0	1115
COLLEGE FOOTBALL	41.9	22.5	11.1	7.4	10.8	6.2	1674
BASEBALL SEASON GAMES	41.2	20.5	12.2	7.7	12.1	6.3	1075
PLAYOFFS/WORLD SERIES	42.3	20.7	11.6	7.1	11.3	7.0	1204
NBA BASKETBALL	41.0	21.2	12.3	7.4	11.4	6.7	887
COLLEGE BASKETBALL	40.2	20.8	12.2	8.3	12.2	6.3	806
NHL HOCKEY	42.4	22.3	12.5	6.9	10.7	5.2	521
ITEM T139	41.6	22.9	12.0	6.6	10.6	6.3	3892
* NO REGULAR TV SPORTS	41.1	23.6	11.1	5.2	11.5	7.6	1531
WIDE WORLD OF SPORTS	41.5	21.1	12.9	8.0	10.5	6.0	1406
SPORTS WORLD	42.9	22.0	13.3	6.8	10.0	5.1	1001
SPORTS SUNDAY	41.1	23.0	13.5	6.9	10.0	5.5	942
SPORTS SATURDAY	41.2	21.5	14.0	6.7	11.1	5.5	759
MONDAY NIGHT FOOTBALL	40.8	22.5	12.8	6.5	11.3	6.0	1393
* WTBS (TURNER SYSTEM)	38.5	18.8	12.8	7.1	14.6	8.2	452
ESPN (CABLE SPORTS)	40.9	22.4	12.8	6.9	11.2	5.7	821
USA NETWORK SPORTS	41.7	21.5	11.6	7.5	11.1	6.6	424

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .01$

TABLE D-34
TV AUDIENCE SHARES OF BLACKS BY AGE

PROGRAMS	AGE AT CONTRACTING						N
	17	18	19	20	21-23	24+	
ITEM T137	37.6	21.4	13.0	8.9	11.2	7.9	1024
* NOT THESE/NO REGULAR TV	29.8	20.2	15.2	11.0	15.6	8.2	282
* SOLID GOLD	43.5	20.9	12.2	8.7	10.3	4.3	368
SOUL TRAIN	39.6	22.9	12.3	7.5	11.0	6.6	454
AMERICAN BANDSTAND	42.4	24.7	12.1	6.6	10.6	3.5	198
DANCE FEVER	40.5	23.2	10.5	8.2	12.3	5.5	220
MOVIES ON NETWORK TV	41.8	20.2	11.7	7.4	11.2	7.7	366
* LIKE SAT. NIGHT LIVE	45.3	20.2	11.3	6.4	11.6	5.2	362
CABLE TV PROGRAMS	39.8	19.3	13.1	8.2	11.6	8.0	389
NIGHTLY NETWORK NEWS	35.0	21.4	10.5	9.0	12.8	11.3	266
LOCAL NEWS	38.8	19.0	11.1	9.5	11.6	10.0	389
ITEM T138	37.7	21.4	13.0	8.8	11.1	8.0	1018
* NO REGULAR TV SPORTS	28.9	21.3	15.2	9.1	17.3	8.1	197
PRO BOWLING	37.3	19.8	16.7	7.1	12.7	6.3	126
* NFL SEASON GAMES	40.7	21.3	11.1	9.4	9.4	8.1	629
PLAYOFFS/SUPERBOWL	38.0	21.7	11.6	8.7	12.3	7.6	276
COLLEGE FOOTBALL	41.1	20.2	10.9	8.5	10.6	8.7	540
BASEBALL SEASON GAMES	38.0	19.6	13.7	8.5	12.9	7.2	387
PLAYOFFS/WORLD SERIES	35.9	21.3	14.3	7.3	13.3	7.9	315
NBA BASKETBALL	38.3	21.1	12.5	8.3	11.5	8.3	592
COLLEGE BASKETBALL	39.0	22.5	11.1	8.1	11.7	7.5	479
NHL HOCKEY	34.2	16.4	17.8	13.7	9.6	8.2	73
ITEM T139	37.5	21.5	13.1	8.8	11.1	8.0	1012
NO REGULAR TV SPORTS	35.9	22.2	13.7	6.8	12.8	8.5	234
WIDE WORLD OF SPORTS	36.7	20.8	13.9	8.7	11.6	8.3	447
SPORTS WORLD	36.0	20.6	14.9	8.9	12.0	7.6	383
SPORTS SUNDAY	37.3	20.8	15.5	7.5	11.5	7.3	399
SPORTS SATURDAY	36.9	21.0	16.2	7.3	11.9	6.7	328
MONDAY NIGHT FOOTBALL	37.2	21.4	12.6	9.2	11.2	8.4	500
WTBS (TURNER SYSTEM)	36.0	19.3	16.7	10.0	12.0	6.0	150
ESPN (CABLE SPORTS)	33.1	20.4	15.8	9.2	12.7	8.8	284
USA NETWORK SPORTS	33.9	20.1	16.1	8.0	15.5	6.3	174

Note: Respondents are NPS RA recruits surveyed by the 1983 ARI Survey.

* $p < .05$